



Guide to implementing a

# TOBACCO FREE CAMPUS POLICY

Adapted from Georgia Tobacco-Free Colleges & Universities Tool Kit



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# Understanding the Problem of Campus Tobacco Use

**Tobacco is the leading cause of preventable and premature death, killing almost half a million Americans each year.**

According to the 2012 Surgeon General's Report on Tobacco Use Among Youth and Young Adults:

- In 2010, there were more than 20 million students enrolled in degree-granting institutions. This does not include faculty, staff, and visitors to campuses who are also impacted by a smoke-free or tobacco-free campus policy.
- Many risk factors, including tobacco use, peak from 18-25 years of age; college attendance could be a turning point in choosing not to use tobacco products.
- 24.8% of full-time college students aged 18-22 years old were current smokers in 2010.
- The number of smokers who initiated smoking after age 18 increased from 600,000 in 2002 to 1 million in 2010.
- Progression from occasional to daily smoking almost always occurs by age 26.
- While smoking rates are higher for their peers not enrolled in college, college students and campus policies offer a unique opportunity to create and sustain tobacco-free living.

As 1 in 5 college students report use of some type of tobacco product, tobacco use on college campuses remains a major concern (Johnston, O'Malley, Bachman, & Schulenberg, 2008). As students transition into this new phase of their lives, initiation of tobacco use during college years is also a concern as 11.5 percent of college students reportedly started smoking occasionally over the course of their four years in school (Johnston, et al., 2008). According to 2010 data from the American College Health Association (ACHA, 2011a):

- 15.2 % of college students have used cigarettes within the last 30 days.
- 17.3 % of college students report being lifetime users and/or use additional tobacco products

# Benefits of a Tobacco Free Campus Policy

**As of January 2020 at least 2,487 campuses are 100% smoke-free.**

Having tobacco free campus policies in place can **protect students' and staff's lungs** from the dangers of secondhand smoke. According to the CDC, smoke-free and tobacco-free campuses can

- promote the health and wellbeing of students, faculty, staff, and guests by protecting non-users from the harmful effects of secondhand tobacco smoke and e-cigarette aerosol,
- reduce the social acceptability of tobacco product use,
- as well as promote cessation and preventing tobacco use initiation.

In addition to impacting the health of students and employees, tobacco free campus policies also **create opportunities to educate students** about tobacco. Rolling out a policy presents the opportunity to educate campus and community members about tobacco-related issues and the benefits of a tobacco free campus.

Lastly, tobacco free policies have **economic and environmental benefits**. Cigarette butts are the most littered item on earth, with nearly 4.5 trillion butts littered worldwide yearly. Policies reduce litter on campus as well as the risk of fires on campus. These policies cut insurance and maintenance costs. Tobacco free policies also prepare students for the workforce. An increasing number of worksites are prohibiting tobacco use and research shows that smokers have a harder time getting hired.

Continued efforts to monitor, promote, implement, and enforce smoke-free and tobacco-free policies across U.S. college and university campuses, in coordination with continued implementation of proven population-based strategies and tobacco product regulation, can help reduce the burden of tobacco product use on these campuses.

“Tobacco-free campus policies could help reduce tobacco use and provide people with a healthier environment to live, work, and learn.” said Corinne Graffunder, Dr.P.H, director of CDC’s Office on Smoking and Health.

# Pre Policy Adoption

## Step 1. Build a diverse Tobacco-Free Campus Coalition

To start the process of adopting a tobacco-free campus, begin by creating a tobacco-free campus coalition. Identify individuals who will help create and support the tobacco-free campus initiative. This tobacco-free campus coalition will develop the strategies, objectives, and overall tobacco-free campus plan. The tobacco-free coalition should include representatives from each of the groups that will be affected by the new tobacco-free policy.

This includes:

- Students (nursing, biology, respiratory, physical therapy, public health, psychology, policy, business, marketing, advertising, etc...)
- Administration
- Faculty
- Staff
- Contractors/Vendors
- Visitors
- Athletics
- Safety
- Environmental
- Health Services
- Community Neighbors

### *Tobacco-free Coalition Tasks:*

1. Identify Coalition Leadership – Select 2-3 individuals who will be responsible for leading the taskforce. They will also serve as the liaisons to the school leadership and administration regarding taskforce activities; therefore, it may be best to select influential school administrators/faculty for this role.
2. Develop a Tobacco-Free Action Plan – The tobacco-free coalition will be responsible for executing the remaining pre and post adoption steps as well as developing an overall action plan. The action plan will include developing goals and objectives around policy implementation, cessation services, policy enforcement, and evaluation.
3. Identify Coalition Responsibilities – Determine which members of the group will be responsible for completing specific activities and reporting their results back to the group. Develop a meeting schedule and determine meeting agendas based on anticipated updates on assigned responsibilities.
4. Schedule Coalition Trainings – Coalition members should be trained on relevant tobacco use and prevention topics as well as pre and post adoption processes, as needed. Initial trainings should cover a brief history on tobacco use and tobacco prevention efforts within PA and nationwide. As you move throughout the process, additional trainings should focus on collected campus data, secondhand smoke, and training selected coalition members as speakers and spokespersons. Please contact the SEPA Tobacco Control Project for more information on trainings available.

NOTE: The Tobacco-free coalition should remain in place even after a tobacco-free policy has been adopted and implemented. This will allow for continuing monitoring and updating tobacco-free campus efforts as needed.

## Step 2. Research and collect data on current campus tobacco statistics

Once a tobacco-free coalition is established, it is important to know and understand the campus community. Members of the coalition will be responsible for overseeing the completion of various assessments and data collection activities to assess the campus community, environment, and climate. These data and findings will help to understand tobacco-related issues on the campus, possible solutions to the problems, identify areas of support, and the overall process it will require to create campus change. This information will assist the tobacco-free coalition in developing an action plan to implement a tobacco-free policy on campus.

### Recommended methods of data collection include:

- **Surveys** – Surveys can help determine the usage of tobacco products on campus such as which students use them, what kind of products they use and where those products are used on campus. Surveys can also help to assess people’s beliefs and perceptions around tobacco use on campus as well as their knowledge of a campus tobacco policy. Surveys are also a good way to assess attitudes, knowledge, and exposure to secondhand smoke.
- **Environmental Scans** – An environmental scan is a visible assessment of your campus environment to determine where tobacco is present on campus, where it is used on campus, and where it is disposed of on campus. This will help developing an action plan and in determining the locations where tobacco-free signage may be needed.
- **Key Informant Interviews** – Conduct interviews with influential individuals on campus who can provide insight on the best methods of implementing and enforcing the new policy.
- **Campus Health Clinic Data** – Collect tobacco-related data from the campus health clinic to determine current campus tobacco use and tobacco related visits/conditions.
- **Cigarette “Butts Pick-Up” Day** – Schedule a day to pick-up cigarette butts and other tobacco related litter around campus. Be sure to note where cigarette butts are located to determine where signage and enforcement efforts may need to be focused. Invite other organizations to assist in the pick-up day to increase awareness of the issue and support for the new tobacco policy.
- **Focus Groups** – Conduct focus groups to obtain direct feedback and understanding of beliefs, perceptions, and behaviors related to tobacco-use on campus as well as to learn about possible incentives to encourage compliance with the new tobacco-free policy.
- **Readiness Assessment** – Explore the current state of campus readiness towards the impending tobacco-free campus policy. Explore the values (written and nonwritten) of your institution towards tobacco use. Also assess any previous campus tobacco prevention efforts and its resulting success, challenges/barriers, and outcomes.

NOTE: In conducting the various assessments and data collection activities, be sure to anticipate opposition and develop appropriate responses. Additionally, some of these recommended activities may require approval from the school’s Institutional Review Board (IRB). Conversely, conducting the assessments may create an opportunity to educate the campus community about the proposed policy and generate additional support. Create brief talking points based on the tobacco prevention information obtained during coalition trainings to assist in the educational effort.

## Step 3. Develop an Action Plan

After obtaining a clearer understanding of the presence and perceptions of tobacco on campus, an action plan should be developed to address the identified issues. The tobacco-free coalition will be responsible for developing this plan which will define coalition responsibilities and objectives as well as the required steps for policy adoption and implementation.

**The action plan should address four major components:**

- Implementation of the new policy
  - Implementing an education campaign to communicate the policy adoption
  - Creating a tobacco-free environment by making physical changes on campus (e.g. removal of ashtrays, placing signage, etc.)
- Providing & promoting cessation resources and services
- Enforcement of the new policy
  - Developing an enforcement plan to identify responsible parties for monitoring compliance
  - Defining violations and reprimands
- Evaluation of the policy implementation
  - Assessing the policy for on-going compliance as well as any needed adjustments

### *Other key items to consider during planning*

Determine a budget for policy implementation

The budget for the tobacco-free policy implementation may vary depending on campus size and physical layout. The majority of the costs will mainly focus on communicating the policy via signage and other materials and creating a tobacco-free campus environment. Below are the budget items to consider:

- Temporary signage
- Permanent signage
- Print materials for education campaign
- Public Service Announcements (PSAs) as part of the education campaign
- Removal of cigarette butts and other tobacco product litter
- Removal of ashtrays and on-campus smoking areas

### **Tobacco-Free Generation** **Campus Initiative**

The [CVS Health Foundation](#), [American Cancer Society](#)® and [Truth Initiative](#)® are awarding grants to hundreds of U.S. colleges and universities as part of a growing movement to accelerate and expand the number of campuses that are 100 percent smoke and tobacco free.

### Identify stakeholders and decision makers

Identify the individuals who will be responsible for adopting and supporting the new policy. Obtaining the support of campus leadership early in the process will aid in the implementation phase and in gaining community support. Prepare packets of information to educate these individuals on the harms of the tobacco use and the importance of the tobacco-free campus policy. Be sure to include the results of the campus data collection activities so they have a clear understanding of the campus' tobacco-related issues.

### Establish communication channels

Education and communication are essential throughout the entire process and is especially important once the new policy has been adopted. The new policy will need to be communicated to all affected groups including students, staff, faculty, visitors, and the community at large. Find out what channels your college or university uses to communicate all other important updates and notices to students, staff, faculty, visitors, and the community. This may include messages on the website, social media, email or text blasts, publications or other media outlets.

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## Step 4. Presentation to Decision makers

At this point, the following steps should have been completed:

- Developed and convened the tobacco-free coalition
- Obtained a better understanding of the campus and its tobacco-related issues
- Constructed an action plan to address the issues identified.

If so, it is now time to educate the campus decision makers about the importance of adopting a tobacco-free policy to address the campus specific data and findings.

The decision makers may vary based on the college or university organizational structure. In most cases, the group that will vote to adopt a tobacco-free policy will be the institution's Board of Trustees; however, do not neglect to meet with other influential individuals and groups to gain additional support. This can include members of the senior administration and individuals in charge of health and/or residential life.

### *Tips for Meeting with Decision Makers:*

- Select only a few people from the coalition to meet with the decision maker. Too many people in one meeting may overwhelm the decision maker.
- Remain professional. But be confident and firm about the established views. Practice what will be said with someone who can ask questions that are likely to be asked or express a different point of view.
- Make sure the individuals presenting at the meeting are knowledgeable on the issue and able to answer questions. Specific statistics may or may not be needed, but it is important to be able to share with decision makers why it is important to create a tobacco-free campus.
- Become familiar with decision maker's level of influence. It would be useless to ask him/her to do something if they aren't able to do it.
- Be organized. Have a copy of the proposed tobacco-free policy (if possible). Become familiar with the content of the current policy and whether or not it is being enforced.
- Know exactly what the decision maker is being asked to do. If the person does not agree with what is wanted from them, have an alternative request in hopes of leaving the meeting with some sort of commitment from the individual (e.g., if they do not offer to be the spokesperson for the policy, ask if they will write a letter of support).



# Post Policy Adoption

## Step 1. Implement the New Policy

### *Implement education campaign to communicate the new policy*

As previously noted, educating the campus and community about the policy is essential at every step of the process. Continuing to educate the campus community about what the policy is and why it is happening will increase the likelihood of greater support and adherence. It is also very important to communicate the newly adopted policy to all those impacted – students, faculty, staff, visitors, and community – through a well-developed education campaign. This will ensure that everyone is made aware of the new policy. An effective education campaign is also an important part of the enforcement process.

The education campaign plan should include the following components and steps:

- Identify speakers and spokespersons and train them on key talking points
- Develop a plan to promote cessation services
- Develop key messages that speak to the concerns of various groups. Examples: “you have the right to breathe clean air” and “there are no safe levels of exposure to secondhand smoke”.
- Develop media materials (flyers, posters, brochures)
- Placement of highly visible signage
- Educate about SHS, health impact, economic impact, campus cleanliness/litter, safety, etc.
- Disseminate data collection findings.
- Update the policy in all campus-related content and materials including handbooks, websites, etc.
- Launch radio and in-house T.V. announcements.
- Use existing media channels: newsletter, e-blasts, website, newspaper, etc.
- Present to influential bodies and seek support – such as student senate, faculty senate, and staff council.
- Conduct presentations to various groups to educate about the new policy
- Participate at health events/fairs to educate about the new policy.
- Organize educational forums and rallies around the new policy.

Note: When implementing your campaign, be sure to document your activities as well as keep track of your successes and challenges. It is also helpful to obtain regular feedback to address perceived barriers to enforcement.

The new policy should be communicated and updated in all school related content and materials. These documents and content locations include:

- School website
- Student Handbook
- Faculty/staff handbook
- Employment applications
- Vendor contracts
- Student admission applications
- Student welcome packets and orientation guides
- Facebook page, other web and social media
- Alumni publications
- Letters to parents
- Local newspaper to notify community
- Other relevant campus agreements and contracts (e.g. conference and facility rental agreements)

NOTE: Include information about cessation resources in each of these communication channels for those who are tobacco-dependent and may desire assistance to quit.

## Create a tobacco-free campus environment

Once the campus community has been notified of the new policy, begin to make the necessary changes to create your tobacco-free campus environment.

- Install new tobacco-free signage – Announce the new policy to anyone on campus by posting prominent, highly visible signs.
  - a. Temporary signage – Temporary signage can be used to notify the campus of the impending new policy implementation if the policy will be implemented several months after policy adoption. Consider placing temporary signage in the areas where tobacco is commonly used to prepare tobacco users for the upcoming change. Temporary signage such as sandwich boards and roll-a-ways can be used to post the signage to visitors during special events such as conferences, meetings, and ceremonies.
  - b. Permanent signage – Permanent signage should be placed in highly visible locations and especially in the areas previously occupied by smokers and tobacco users such as areas which previously houses ashtrays and smoking areas. Refer back to your data assessments; cigarette butts pick-up data, and environmental scans to determine locations for permanent signage.
- Update campus environment and facilities to reflect the new policy - In addition to signage, add and remove items to reflect a tobacco-free environment. This may include:
  - a. Removal of ashtray and smoking/tobacco related amenities on campus
  - b. Repurposing previously designated smoking areas

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## Step 2. Promote cessation resources and services

It may be difficult for current student and staff that use tobacco products to adjust to the new policy and this concern should be taken into consideration. One way to assist them is to promote and/or offer tobacco cessation resources and services for those who may want to quit and need assistance in doing so. Promotion of the following services should be made available to every on campus and should be implemented as outlined in your action plan.

### [This Is Quitting](#)

Text based vaping cessation program for young adults. Text “VapeFreePa” to 88709 to get started.

### [PA Free Quitline](#)

Free telephone based cessation program. Nicotine Replacement Therapy (patches, gum) available for eligible individuals. Call 1-800-QuitNow to enroll.

### [Local Cessation Providers](#)

Local cessation providers are available to provide in person, virtual, group, and individual treatment for people looking to quit using nicotine products.



## Step 3. Develop and Implement Enforcement Plan

A policy is only as effective as implemented and enforced. As previously mentioned, one of the first and best methods for enforcement is education around the new policy. This can be done through several of the components of the education campaign such as highly visible signage and policy language in all relevant campus publications.

An enforcement plan can also be created for those wishing to utilize a more formalized enforcement process. This plan will help to determine those responsible for policy enforcement and how and where the policy compliance will be monitored on campus.

Provide training to those who will be responsible for monitoring the campus for policy compliance, those responsible for receiving and responding to complaints, and those responsible for addressing violations. Please contact the SEPA Tobacco Control Project for training assistance.


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## Step 4. Evaluate Policy

Refer back to the evaluation plan that was developed as a part of the action plan in Pre-Policy Adoption, Step 3. Remember to continually look at your progress against this evaluation plan to ensure you are still on track. By evaluating your progress, as well as any changes that have occurred, you will learn what steps are still needed and what adjustments may be needed as well.

Once the policy has been fully adopted, it will also be important to evaluate the implementation of the policy to determine the success, challenges, and what else is needed to complete the implementation. Assessing the policy implementation will allow you to make needed adjustments to ensure continual adherence to the new policy.

Some of the key elements to assess include:

- Compare pre and post health clinic data on tobacco use
  - Compare pre and post surveys of tobacco use, beliefs, and perceptions
  - Reassess the areas where tobacco litter and cigarette butts were located
  - Conduct another cigarette butts pick up day to see if the amount of litter has decreased
  - Evaluate the level of engagement in cessation services
  - Conduct post surveys to determine the level of awareness of the new policy and the education campaign
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# ON-GOING IMPLEMENTATION & ENFORCEMENT

## Continuous Communication

Whether the campus has adopted the tobacco-free campus policy one year ago or several years past, it is important to continually communicate and educate the campus community about the tobacco-free policy. As a reminder, below are the recommendations for activities to complete throughout the year – each year, to ensure the tobacco-policy is continuously communicated and adhered:

- Campus Signage – Monitor the campus on a regularly scheduled basis to identify areas on campus where signage may need to be replaced or additional signage is needed.
- School website – Ensure tobacco-free campus policy is updated regularly on website o Student admission applications – Be sure to include information about the tobacco-free campus policy in each admission application EVERY year.
- Student welcome packets and orientation guides – Be sure to include information about the tobacco-free campus policy in new student welcome packets EVERY year.
- New faculty and staff packets and orientations – Be sure to provide new faculty and staff members with information regarding the tobacco-free campus policy as well as employee cessation services that are available. It is also a good idea to work with
- Human Resources regarding announcing the policy at new employee orientations.
- Facebook page, other web and social media – Throughout the year, include tobacco prevention information, health observance day recognitions, and cessation tips on campus social media.
- PSAs and announcements at sports and campus events – At each event, be sure to remind attendees and participants that your campus is tobacco-free. This includes large events such as commencement ceremonies, conferences, seminars and all campus sporting events.
- Campus newspaper, faculty, staff and student newsletters – Maintaining a small ad in these outlets can serve as a reminder of the campus tobacco-free policy. You can also use newspaper and newsletter articles in recognition of tobacco-related health observance days.

## Campus Community Outreach Efforts

As full implementation and enforcement of a tobacco-free campus policy involves the support and participation by everyone on campus – faculty, staff and students – it is important to continue to reach out to these groups and their various organizations for support, participation and partnership in the ongoing tobacco-free campus efforts.

One of easiest ways engage these groups in on-going tobacco-free efforts throughout the year is to request their assistance in recognizing the tobacco-prevention health observance days.

- **March/April:** Take Down Tobacco National Day of Action, <https://www.takedowntobacco.org/>
- **May 31<sup>st</sup>:** World No Tobacco Day, <https://www.who.int/campaigns/world-no-tobacco-day>
- **October:** Red Ribbon Week, <https://www.redribbon.org/>
- **November:** Great American Smoke Out, <https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html>

## Addressing Violations

### *Addressing policy violators*

The previously developed enforcement plan should provide specific details on addressing students, faculty, staff and visitors who violate the tobacco-free campus policy. In doing so, be sure to identify the appropriate campus contact to handle each situation. An example of such is provided below:

#### Violation of policy by:

Faculty Member  
Staff Members  
Student  
Vendors/Contractors  
Visitors  
Volunteers

#### Refer to:

Faculty Council/Academic Senate  
Supervisor  
Student Affairs  
Purchasing/Facilities  
Campus Police  
Supervisor

NOTE: Fines for violations – Some schools have chosen to institute fines for faculty, staff and students who violate their tobacco-free campus policy. Monetary fines typically range from \$25 to \$100 in addition to the policy's disciplinary procedures. Fines are not required and are at the discretion of each individual school.

### *Reporting Repeated Violations*

In sharing the responsibility of enforcement with faculty, staff and students, it is important for schools to provide a mechanism for reporting repeated violations of regular smoking patterns that they may notice on campus. One method of reporting repeated violation is to provide an online form which can be anonymously completed and submitted. Another option is to provide hard copy forms that can be completed and placed in specified drop-boxes. Both forms (online or hard copy) should capture the following information:

- Date of observance
- Approximate time
- Location of observance
- Description or details of smoking pattern (i.e. before classes, after classes, during lunch breaks, etc.)

Refer to the enforcement plan that was developed at the time the tobacco-free policy was adopted to determine the most appropriate person to retrieve and address submitted complaints.

## How to Approach Someone Violating Tobacco-Free Campus Policy

Overall enforcement and adherence to the tobacco-free campus policy can be a shared responsibility of everyone on campus. Faculty, staff and students can assist in respectfully informing those they see smoking on campus of the tobacco-free campus policy. Below are links to sample videos that demonstrate how to approach smokers on campus.

### Emory University Tobacco-Free Campus Training Videos

- Approaching smokers on campus: <http://www.youtube.com/watch?v=J-cbHCbjWNM>
- Informing smokers of policy: <http://www.youtube.com/watch?v=3k7ixlBTvqY&feature=youtu.be>
- Talking to vendors: <http://www.youtube.com/watch?v=Yvs7X9F-XCY>
- Letting parents of prospective students know: <http://www.youtube.com/watch?v=f01KYmr0eEo>

### University of California Santa Barbara Tobacco-Free Campus Videos

The University of California at Santa Barbara has provided several video examples for approaching and talking to faculty, students and visitors about the tobacco-free campus policy. These videos include the following situations:

- Talking to a co-worker
- Talking to a campus visitor
- Talking to a student
- Supervisor talking to an employee
- Talking to a belligerent smoker
- Talking to an international student

You can access the videos which demonstrate the various scenarios via the link below: <http://tobaccofree.ucsb.edu/enforcement/>

Remember, the shared responsibility is to only inform of the policy. If someone becomes agitated or hostile, do not further engage – simply walk away.



# Resources

## American College Health Association (ACHA) Position Statement on Tobacco On College and University Campuses

[https://www.acha.org/documents/resources/guidelines/ACHA\\_Position\\_Statement\\_on\\_Tobacco\\_Nov2011.pdf](https://www.acha.org/documents/resources/guidelines/ACHA_Position_Statement_on_Tobacco_Nov2011.pdf)

### Model Policies

- **American Non-Smokers Rights Foundation**
  - Smoke-Free Policy: <https://no-smoke.org/model-policy-smokefree-college-university/>
  - Tobacco-Free Policy: <https://no-smoke.org/model-policy-for-a-tobacco-free-college-university/>
- **University of Minnesota:** <https://sharetheair.umn.edu/#history>

### Additional Resources

- **Tobacco-Free Generation Campus Initiative**
  - American Cancer Society: <https://www.tobaccofreecampus.org/>
  - CVS Health: <https://cvshealth.com/social-responsibility/be-the-first/tobacco-free-generation-campus-initiative>
  - Truth Initiative: <https://truthinitiative.org/our-top-issues/communities-issue>
- **Public Health Law Center**
  - <https://www.publichealthlawcenter.org/sites/default/files/resources/adopting-tobacco-free-campus-policies-2016.pdf>
- **Tobacco Free College Campus Initiative**
  - <https://static1.squarespace.com/static/596e235d3e00be9597af0d65/t/597e2a2a03596eab18aa5c90/1501440581584/tfcci-student-toolkit1.pdf>
- **Georgia Tobacco-Free College and University Toolkit**
  - [https://dph.georgia.gov/sites/dph.georgia.gov/files/related\\_files/site\\_page/Tobacco%20Free%20Colleges%20and%20Universities%20Tool%20kit%20June%202014.pdf](https://dph.georgia.gov/sites/dph.georgia.gov/files/related_files/site_page/Tobacco%20Free%20Colleges%20and%20Universities%20Tool%20kit%20June%202014.pdf)
- **Tobacco-free Take Action!: Increasing Policy Adherence on a College Campus**
  - <https://www.uky.edu/TobaccoFree/sites/www.uky.edu.TobaccoFree/files/Increasing-Policy-Adherence-on-a-College-Campus.pdf>
- **Peers Against Tobacco**
  - <https://www.peersagainsttobacco.org/>



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**Tobacco  
Control  
Project**