



 PacificSource
HEALTHY LIFE™

**The Case for a Tobacco-Free Campus:
University of Oregon and Oregon State University:
Creating a Healthier Campus and a Cleaner Environment**

Presenters

Stacey Edwards.....Oregon State University

Lisa Hoogesteger.....Oregon State University

Paula Staight.....University of Oregon

Marci Torres.....University of Oregon

Alexa Shook: ModeratorPacificSource Health Plans



For a healthier community and cleaner environment, the University of Oregon is smoke and tobacco-free.



Session Learning Objectives

What You Will Learn...

- The case for a tobacco or smoke-free campus;
- Best practices for policy implementation, education and compliance;
- How to successfully market and communicate the policy;
- Building campus and community alliances for tobacco or smoke-free environments;
- Resources to support and inform policy process.

Let's Get Smart About the Issue

- ✓ Today, one in five college students (20 percent) smoke cigarettes.
- ✓ College students are particularly prone to taking up social smoking
- ✓ Most social smokers in college believe that they will quit when they graduate, but studies show otherwise.
- ✓ Secondhand smoke is a serious problem. It contains a deadly mix of more than 7,000 chemicals, hundreds of which are toxic and about 70 that can cause cancer.



Policy Timeline/History



UO Students Want a Tobacco Free Campus

- 75% agree “The right to breathe clean air should take precedence over the right to smoke.”
- 26% report they have experienced immediate health effects from secondhand smoke exposure on the UO campus (coughing, wheezing or allergic reactions).
- 2/3 indicate they would “choose a smokefree college over a college that allows smoking on campus.”



UO Tobacco Control Policy Work Timeline



Spring 2003- 2005:

- UO awarded Fred Hutchinson Cancer Research Center Grant.
- Free NRT to students and staff.
- Assistance to work on tobacco control policies and educate students about harm of tobacco.

Fall 2004:

- The EMU store, formerly ERB Essentials, discontinues selling tobacco products.
- Great effort from CHAT, Campus Health Action on Tobacco.

Spring 2007:

- VP Frances Dyke creates a Smoke-free Task Force based on data from the Environmental Issues Committee.

February 2008:

- Smoke Free Task Force surveys students, faculty and staff, holds two open forums, and speaks to other campuses that have gone smoke or tobacco free.

UO Tobacco Control Policy Work Timeline



November 2008:

- Smoke Free Task Force submits report to VP Frances Dyke.
- Report “recommends that University Administration establish UO as a smoke free campus...”

April 2009:

- UO Senate endorses the report of the Smoke Free Task Force.

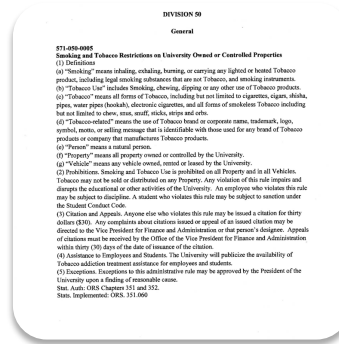
November 2009:

- VP Frances Dyke reports at the UO senate that she wants to investigate best practices in the area of going to a smoke free campus before looking at the question of implementation.

Fall 2010:

- New ASUO President, Amelie, urges VPs to make an announcement that UO is going smoke free.
- Presentation is a success.

UO Tobacco Control Policy Work Timeline



2010 November 17th:

- Provost Jim Bean announces for the UO President that the UO is going tobacco-free fall of 2012.

June 2011:

- Implementation Committee formed and charged to create a tobacco policy.
- Committee includes faculty, staff, students, and a Lane County Public Health colleague.

June 2012:

- Oregon Administrative Rule filed with the Secretary of State.
- OAR # 571-050-0005.

September 1, 2012:

- The UO is a Smoke- and Tobacco-free University.

History OSU Tobacco Policies

2007

- Student Health Advisory Board proposed that OSU adopt a campus-wide smoke-free policy;
- Reduce second-hand smoke exposure – a Class A carcinogen.
- Faculty, staff and student task force representatives were appointed by the OSU Vice Provost for Student Affairs to further examine the proposal

2008 -
2010

- Task force collected feedback from departments, organizations and individuals on the OSU Corvallis campus, as well as other campuses and organizations that had a smoke-free or tobacco-free policy.
- Based on this research, the task force recommended to the OSU administration that the Corvallis campus adopt a policy that limits the use of tobacco on campus.

2011

- President Ed Ray officially announced that OSU's Corvallis campus would become smoke-free effective September 1, 2012



Public Health Data...



According to the 2012 [Tobacco-Free College Campus](#) about 17 percent of colleges and universities in the United States already have tobacco-free (no form of tobacco allowed) or smoke-free (no cigarettes allowed) policies, and more schools are moving toward such policies.

Policy Implementation and Enforcement

**THIS IS A
NONSMOKING
CAMPUS**



**OAR CHAPTER 576
DIVISION 040**



Charge for Implementation Committee

- Smoke/Tobacco Free Implementation Task Force
- Appointment to the Smoke/Tobacco Free Task Force.
- The work of the task force is to
 - Identify issues relevant to implementation of policy
 - Resolve those issues
 - Develop proposed language for implementation
 - Implementation of policy by Fall of 2012
- Intent of the policy is to ensure that students, faculty, staff, and visitors may breathe clean air.
- The hope is that the policy leads to overall health improvement for campus community.
- Charge should come from person of authority to ensure faculty participation.



Tobacco Control Coalitions

Opportunities and Strengths:

- Embodies Community Diversity
- Developing Synergies
- Helping to Sustain Tobacco Control Programs- Social Norms Change and we get public health outcomes of decreased consumption, reduced exposure and prevention of initiation of behavior
- Enhancing Community Mobilization
- Advocating for Policy Change
- Promoting Community Buy In
- Establishing Greater Credibility
- Leveraging Resources



Implementation Committee

- Policy and OAR Development
- Marketing and Communications Sub Group
 - Identified key areas for marketing/communication
 - Messaging and timeline
 - Locations
- Enforcement
 - Who is responsible
 - Timeline
 - Procedures for tiered enforcement
 - Cost
 - Reporting system
 - Supervisor talking points
- Athletics
- Signage

10 Steps to a Successful Implementation

1. Appoint a community-wide advisory committee.
2. Develop a coalition that includes members of the community
3. Determine Smoke vs. Tobacco Free
4. Allow sufficient time to educate everyone about the policy.
5. Emphasize compliance rather than enforcement with reasonable expectations (no policy has 100% compliance)
6. Connect the policy to broader institutional objectives such as enhancing respect for others, preparing graduates to enter increasingly tobacco-free work places and so on. (code of conduct)
7. Create awareness of the movement to make public places tobacco-free
8. Emphasize the importance of the institution's role as a community/area leader.
9. Focus on value statements as opposed to telling adults what they can or cannot do.
10. Above all else treat people who disagree with the policy with respect and dignity.

Would there be an Impact on Enrollment?

University of Arkansas implemented their policy July 1, 2008.

“Student enrollment has been growing every year for reasons not related to tobacco use. We have no reports of students deciding not to come because of the desire to use tobacco. On the contrary, we have parents who write to say, ‘While writing the check for tuition, I am so pleased to be sending my child to a campus which is tobacco free.’”

Mary Alice Serafini, Asst. VP for Student Affairs & Executive Dir.,
Pat Walker HC



Costs to Consider...

- Policy development
- Removing cigarette receptacles
- Smoking cessation programs
- Signage
- Enforcement
- Ticket appeals process (Staffing)





Smoke vs. Tobacco Free

- For Public Health officials not including tobacco raises professional, ethical and liability questions.
- An all inclusive policy sends the message that smokeless tobacco is NOT a healthy alternative
- Common complaint is that there is no second hand exposure.
- Messaging around smokeless tobacco not a healthy alternative
- Nuisance laws exists, noise violations, seatbelt use, helmet laws



Smoke vs. Tobacco Free



- Marketing of smokeless tobacco to youth.
- Dual use is on the rise
- For those that can't smoke, smokeless tobacco is an easier alternative



Smoke vs. Tobacco Free

- Marketing is aimed at smoke free workplaces
- New and emerging smokeless tobacco products are the next big threat to youth.





Smoke vs. Tobacco Free

- Smoke Free can inadvertently cause a rise in other tobacco usage. Message becomes, students here use spit tobacco.
- Tobacco free eliminates confusion about what is or isn't allowed.
- University system can send a clear message about being a place that promotes health and that tobacco is not a safe product and has no place on university campuses.





Did You Know...

Question: How Many Oregon Colleges and Universities are 100% Tobacco-Free Campus Policies?

****Answer:***

- 1. Corban College*
- 2. East West College*
- 3. Mt. Hood Community College*
- 4. Multnomah University*
- 5. Northwest Christian University*
- 6. Oregon Coast Community College*
- 7. Oregon College of Oriental Medicine*
- 8. Oregon Health & Science University*
- 9. Tillamook Bay Community College*
- 10. University of Oregon*
- 11. Walla Walla University – Portland*
- 12. Warner Pacific College*

*This list does not include colleges with “smoke-free campus” policies that do not address other forms of tobacco use.

How to Promote Smoke and Tobacco Free

UO Marketing Materials 2010-2012.

Early marketing efforts included placing ads in the mortar board and in various publications across campus.

CHANGE
IS IN THE AIR
TOBACCO-FREE FALL 2012

FOR MORE INFORMATION, VISIT THE HEALTHY O WEBSITE:
HEALTHYCAMPUS.UOREGON.EDU

Health Center
Fall Hours (beginning Sept. 20) M - F, 9 a.m.-5 p.m.; Sat, 10 a.m.-2 p.m.
Located on the corner of 13th & Agate
Appointment or After-Hours Nurse Advice Line, call 541-546-0770.
Please see <http://healthcenter.uoregon.edu>
for After-Hours Care Options during Health Center closures.
[Facebook.com/HealthyO](https://www.facebook.com/HealthyO)

O UNIVERSITY OF OREGON

CELEBRATE WITH US!
TOBACCO-FREE FALL 2012!

Official Announcement Today
9:45 A.M.-10:15 A.M.
EMU Taylor Lounge

The Health Center invites you to join:

Jim Bean, Senior Vice President & Provost
Amelle Rousseau, ASUO President
Renée Klein, President and CEO of the American Lung Association, Mountain Pacific Region
Dana Mills, Health Center Director

Health Center
M - F, 9 a.m. - 5 p.m.; Sat, 10 a.m. - 2 p.m.
Located on the corner of 13th & Agate
Appointment or After-Hours Nurse Advice Line, call 541-546-0770.
Please see <http://healthcenter.uoregon.edu> for After-Hours Care Options during Health Center closures.

O UNIVERSITY OF OREGON



What Does That Say?

STFU

SMOKE & TOBACCO FREE UNIVERSITY

UO Marketing Materials

STUDENT SECTION GIVEAWAY SHIRTS



FRONT

BACK



From: Office of Communications
 Sent: Friday, October 14, 2011 5:08 PM
 To: mlg@uoregon.edu
 Subject: UO will be smoke and tobacco free in the fall of 2012

UNIVERSITY OF OREGON

To: UO students, faculty and staff

A key element of the University of Oregon's mission is to maintain a healthy and safe environment conducive to learning for all students, faculty, staff, and visitors. In November 2010 the university's top leaders announced that the UO will become smoke and tobacco free in fall 2012.

The UO adopted this policy to protect students, faculty, staff and visitors from exposure to secondhand tobacco smoke. Our goal is to create a supportive environment for those tobacco users interested in quitting, and the UO is providing students, faculty and staff with support if they choose to stop using tobacco products before the policy change goes into effect next September. Support includes free nicotine replacement products and cessation counseling.

The smoke and tobacco free policy will apply to all students, employees, contractors, volunteers and visitors on university controlled property. This includes all buildings, including athletics and entertainment facilities (both indoor and outdoors), sidewalks, roadways, parking lots and grounds. More information is available at: <http://stfu.uoregon.edu>.

Questions can also be directed to the co-chairs of the implementation task force -- Marci Torres, director of the Healthy Campus Initiative, at 541-346-8817, matorres@uoregon.edu; or Paula Staigt, director of Health Promotion at 541-346-2728, pslaight@uoregon.edu.

We are excited about this important public health initiative and greatly appreciate your support.

Sincerely,

Robin Holmes
 Vice President for Student Affairs

Cessation - Winter 2012

**Ready to Quit?
We Can Help!**



FREE PATCHES OR GUM

Visit the Peer Health Office located next to the Nurse Specialty Clinic **Monday-Friday 10A.M.-4P.M.**

In addition, students may make an appointment with a doctor or nurse practitioner to discuss additional quit resources.

September 1, 2012



**No Smoking or Tobacco Use
on University Property**

Want to Quit? We Can Help!
FREE PATCHES OR GUM
Students can visit the Peer Health Office in the Health Center for details.

إبتداءً من ١ سبتمبر ٢٠١٢



ممنوع التدخين في جميع مرافق الجامعة.

هل تريد التوقف عن التدخين؟
نستطيع مساعدتك.



禁私



OSU Marketing Materials

Smoke Free For A Healthy OSU

SMOKE FREE for a **HEALTHY**
OSU

New Campus Policy Begins Sept. 1, 2012

 For more information, background, FAQs and resources on how to quit smoking, go to oregonstate.edu/smokefree



© 2011 Oregon State University

SMOKE FREE
for a
HEALTHY
OSU

Marketing Messages

- The Corvallis campus has become smoke free as part of OSU's mission in support of healthy people and a healthy planet.
- The Oregon Health Improvement Plan has identified tobacco cessation as an important health objective, and creating a smoke-free environment in which to work and learn is key to supporting this objective.
- OSU Student Health Services and the university's healthcare partners will work with individuals and groups to support those who want to quit smoking.



Considerations for Marketing and Communicating Policy

100% tobacco free policies benefit the entire campus community by protecting and promoting health and well-being of students, faculty and staff; and:

- Support the University mission and values
- Students/Faculty/Staff support them
- Support sustainability and litter reduction
- Better prepare students to enter the work force
- Are easiest type of tobacco policy to implement



More...Considerations for Marketing and Communicating Policy

- Audience
- Time before policy implementation
- Messaging - Where AND- How it is perceived
- Perception of smoking behaviors and reasons for smoking behaviors
- Social Norming (utilizing coalition members)
- Questions that may arise
 - Boundary Maps
 - City streets vs. Campus
 - University Owned and Controlled Properties & Enforcement

Policy Enforcement

- Peer Enforcement, highlighting respect for others.
- Clean Air Advocates
- Courtesy Lane
- Signage
- UODPS not the “Tobacco Police”
- Student Conduct Code
- HR Behavioral policy
- Visitors – Fines
- Contractors/Events – Fines to individuals
- Good Neighbor Email System for concerns/complaints/issues



Enforcement Concerns/Issues

- Fining Contractors or Event Managers vs. Fining individuals
- Appeals Process for tickets
- UODPS Resources for enforcement
- Where does the \$\$ Go?
- Consistency with Supervisors
- Fairness among students, faculty, staff
- Faculty concerns – Deans and Directors letters/information and policy awareness
- Inappropriate response to someone using tobacco product (approaching confrontationally)
- Enforcement on city owned streets through campus
- Littering in neighboring areas

Campus and Community Alliances

On Campus Partners:

- Facilities Services
- Landscaping
- Public Health Department
- Sustainability Department
- General Counsel
- Athletics
- HR
- Peer Health Programs
- Residential Life/Residence Halls
- Disability Services
- Etc.



Campus and Community Alliances

Community Partners:

- City Council
- Local and Regional Health Departments
- Health Care Providers
- Neighborhood Association
- Local Businesses
- Vendors
- Alumni
- News Media





Lessons learned

- Start Early!
- Task Force Chair should be in a position of authority
- Administration support is crucial
- Staff/faculty support is important, student voice is more important, harness it!
- Make a plan for countering the vocal minority who are opposed to a strong policy
- Consensus is unlikely on tobacco policies
- Policy with teeth early on – institute fine that will be large enough to create compliance.
- Effective signage early on with potential phase out plan
- No Shelters – Boundary Creep
- No exceptions for rural properties – lack of consistency creates unenforceable policy.



Questions?