

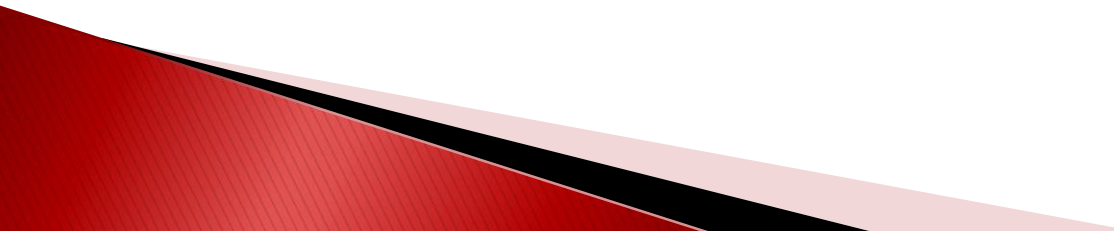
# Tobacco-Free Colleges

## Policy Considerations for a Healthier Campus

June 26, 2014

**MDQuit Workshop: New Trends in Tobacco Use and Policies on  
College and University Campuses**

# Overview

- ▶ Summary of Current College Policies (U.S. and MD)
  - ▶ Reasons and Authority to Go Tobacco-Free
  - ▶ The Process: Best Practices for Policy Formation, Implementation, and Enforcement
  - ▶ The Content: Things to Consider for Inclusion
  - ▶ Additional Considerations and Possible Challenges
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# National: College and University Policies

- ▶ As of April 2014:
  - Over 1,300 college or university campuses have 100% smoke-free campus policies
  - Of these:
    - >900 are 100% tobacco-free
    - >160 prohibit use of e-cigarettes anywhere on campus
- ▶ Compare to:
  - 2011: ~600 smoke-free campuses
  - 2010: ~450 smoke-free campuses

Source: Americans for Nonsmokers' Rights, *Colleges and Universities* (last updated May 29, 2014), <http://www.no-smoke.org/goingsmokefree.php?id=447>

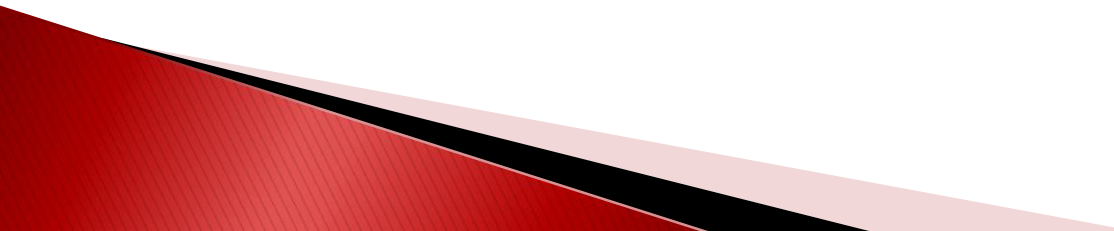
# Maryland: College and University Policies

- ▶ Under the Maryland Clean Indoor Air Act (CIAA), all colleges in Maryland must have smoke-free indoor areas.
- ▶ Some colleges have gone further than what the CIAA requires:
  - 13 cover smokeless tobacco products
  - 7 explicitly cover electronic cigarettes
  - 18 extend policy to outdoor areas (grounds, stadiums, etc.)

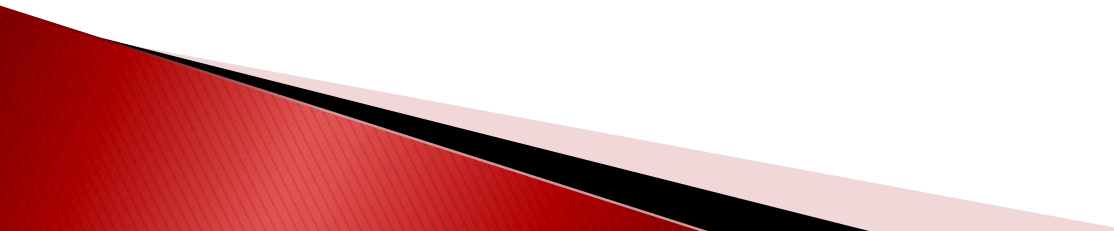
**Source:** Legal Resource Center for Public Health Policy, *Maryland College Smoking and Tobacco Policies* (updated March 2014),

[http://www.law.umaryland.edu/programs/publichealth/tobacco/smokefree\\_policies.html#smokefree\\_outdoors](http://www.law.umaryland.edu/programs/publichealth/tobacco/smokefree_policies.html#smokefree_outdoors)

# Why Go Tobacco-Free?

- ▶ Promote the health of students, faculty, staff and visitors
  - ▶ Help the environment and promote a cleaner campus
  - ▶ “Tobacco-Free” policy more comprehensive and may better protect and promote the health of campus community, compared to a “Smoke-Free” policy
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# Authority to Enact Policies

- ▶ No constitutional or fundamental right to smoke
  - ▶ No federal or state law prohibiting enactment of such policies
  - ▶ Colleges may restrict tobacco use, just as they may restrict many other activities on their campuses (e.g., restrictions on alcohol, pets, etc.)
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# The Process: Best Practices for a Successful Campus Policy

## ▶ **Formation:**

- Build a campus and community coalition
- Conduct surveys and assessments
- Maintain open dialogue with stakeholders

## ▶ **Implementation:**

- Promote policy through any usual marketing or communication tools and at special events on campus
- Construct proper signage
- Remove ashtrays or cigarette butt trash receptacles
- Provide cessation services and resources

## ▶ **Enforcement:**

- Develop penalties that work within College's disciplinary framework

# Formation: Build a Campus and Community Coalition

## ▶ **Coalition members:**

- Different sectors of the College (e.g., students, faculty, staff, administration)
- Different College departments (e.g., health services, resident life, athletics and campus security)
- Community members who may be able to lend their expertise or advice (e.g., local health department)

## ▶ **Coalition responsibilities:**

- Formulating the tobacco policy
  - Developing and carrying out steps for implementation
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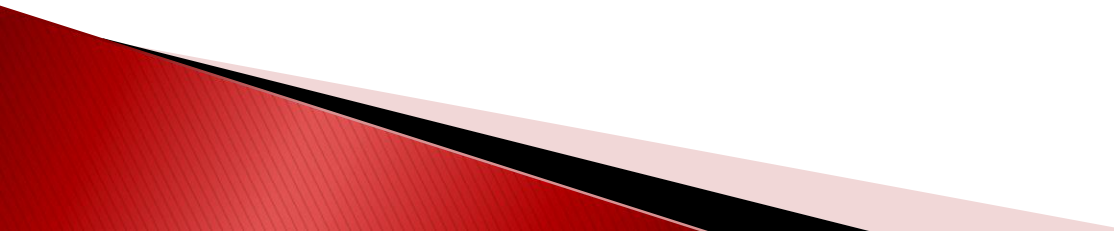
# Formation: Conduct Surveys and Assessments

- ▶ **The who, what and where of tobacco on campus:**
  - Who is using?
  - What are they using?
  - Where are they using?
- ▶ **Attitudes, perceptions, and opinions about tobacco, secondhand smoke, and a tobacco-free policy:**
  - Do you think smoking is a problem on campus?
  - Where is secondhand smoke the biggest problem on campus?
  - Nonsmokers and smokers: Would you support a tobacco-free campus policy?
- ▶ **Campus environment assessments:**
  - Identify areas frequented by smokers

# Formation: Maintain Open Dialogue with Stakeholders

- ▶ Allow and encourage open communication with campus community members (students, faculty, staff):
  - Focus groups
  - College-wide events or meetings
- ▶ Helps to identify potential criticism or pushback that can be addressed when drafting policy

## Implementation: Utilize Usual Marketing and Communication Tools and Special Events

- ▶ The community needs to be made aware of any policy changes in order for the policy to be successful!
  - ▶ Before and After Effective Date: Spread information through newspapers, email blasts, website updates, flyers, or any other familiar or usual communication mechanisms
  - ▶ Use special events
    - Health Fairs
    - Workshops/Seminars
    - Athletic Events
    - Music/Arts Performances
    - Student Organization Social Events
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## Implementation: Proper Signage and Removal of Cigarette Receptacles

- ▶ Properly display signage throughout campus
  - Use the results of surveys/assessments to identify areas most in need of signage
- ▶ Remove ashtrays and cigarette butt receptacles

# Implementation: Cessation Services and Resources

- ▶ Refer current users to campus cessation services, and MD Quit Line!
  - 1-800-QUIT-NOW
  - [www.mdquit.org](http://www.mdquit.org)

# Enforcement: Work Within the College Disciplinary Framework

- ▶ Penalties or consequences for violators should be consistent with campus' current disciplinary framework
  
- ▶ Use this framework to clearly answer each of the following questions in the policy itself:
  - Who may report violations?
    - Any campus community member?
  - Who may enforce policy?
    - Campus police/security, faculty/staff, Student Conduct Office, Dean's Office, Heads of Departments, Human Resources
  - What are the penalties?
    - Verbal/written warnings, fines, and/or other disciplinary action under the Student Code of Conduct, Faculty Handbook

# The Content: Things to Consider for Inclusion

- ▶ Clearly including hookah in the definition of “tobacco products”
  - College student misperception about safety and content
  
- ▶ Including “electronic smoking devices”
  - Avoids confusion and promotes uniform “clean air” campus policy
  - LRC’s suggested definition: *“any device that heats a liquid, gel, or other substance to produce a vapor that is intended to be inhaled by the user. Such devices include, but are not limited to, e-cigarettes, e-cigars, and e-pipes.”*

# The Content: Things to Consider for Inclusion

- ▶ Including outdoor areas
  - No safe level of exposure to secondhand smoke (“SHS”)
  - Extension promotes a uniform, consistent college policy against smoking and tobacco
- ▶ Designating smoking areas
  - Avoids forcing smokers into unsafe areas (i.e., high-traffic streets outside of campus)
  - Rule of thumb: At least 25 ft away from doors, entryways, air vents, windows, common areas
  - But, is it practical, given campus boundaries/layout?
- ▶ Additional prohibitions:
  - Sale or advertising of tobacco products on campus or in College facilities
  - Tobacco-industry sponsored events



# The Content: Things to Consider for Inclusion

## ▶ Penalties

- Education, warnings, or fines? All of the above?
  - **Warnings or educational materials like “reminder cards”:** Promoting the policy without the College seeming unduly punitive
  - **Fines or other formal disciplinary action:** May be more effective in deterring smokers and in conveying seriousness of policy
  - Consider combined penalty mechanism:
    - 1<sup>st</sup> violation: Violator issued a verbal warning and a reminder card
    - 2<sup>nd</sup> violation: Fine of \$25
    - 3<sup>rd</sup> and subsequent violation: Fine of \$50

# Additional Considerations and Challenges

- ▶ Budget and resource constraints (signage, enforcement, etc.)
- ▶ Difficulty restricting smoking in areas near and around campus
  - County or Municipal Council can enact ordinances restricting tobacco product usage in and on public property
    - Example:
      - University System of Maryland at Hagerstown (USMH): USMH worked with City Council to pass smoke-free ordinance for University Plaza (community park within campus)
- ▶ Harming relationship with neighbors in the community (unwanted smokers and smokedrift)

# Policy Examples: Towson University

- ▶ Smoke-Free Campus as of August 2010
- ▶ Smoking prohibited on all University-owned, leased, or operated property, consisting of all buildings (including residence halls), all grounds (including exterior open spaces, parking lots and garages, sidewalks, streets, driveways, stadiums, recreational spaces and practice facilities) and all University-owned or leased vehicles.
- ▶ Enforcement mechanisms:
  - **Faculty and staff** : \$75 fine and other disciplinary procedures under University's Human Resource policies.
  - **Students** : \$75 fine and disciplinary action through the Office of Student Conduct and Civility Education.
  - **Visitors**: May be denied access to University campus and may be subject to arrest for criminal trespass.

# Policy Examples: Carroll Community College

- ▶ Smoking and Tobacco Use Policy revised in November 2012
- ▶ Smoking and tobacco use (including e-cigarettes) is prohibited in College-owned or leased buildings, College property (including parking lots, athletic fields, and amphitheaters), College-owned vehicles, and College-operated off-campus sites.
- ▶ Enforcement mechanisms:
  - **Employees:** Written warnings and an information card about the policy and options for assistance. Proper action will be determined under the Employee Handbook.
  - **Students:** Information card about the policy and options for assistance, and asked to comply. Students refusing to comply will be issued written warnings and asked to leave College property. Security will contact local law enforcement to remove students from College property if they refuse to comply or leave. Further action will be determined under College's Standards of Student Conduct.
  - **Visitors:** Information card and options for assistance and asked to comply. If refuse, visitors will be issued written warning and asked to leave College property. If refuse to comply or leave, Security will contact local law enforcement to remove visitors from College property.

# HHS: Tobacco-Free College Campus Initiative

- ▶ Partnership of HHS, American College Health Association, and Univ. of Michigan, with additional lead sponsorship by American Legacy Foundation
- ▶ Ultimate Goal: All colleges and universities 100% smoke- or tobacco-free by 2017
- ▶ Designations for policy achievement: Bronze, Silver, Gold, Gold+, Platinum, Platinum+
- ▶ Join here: [www.tobaccofreecampus.org](http://www.tobaccofreecampus.org)
  - MD = Region 3
- ▶ Model policies and toolkits: [www.tobaccofreecampus.org/resources](http://www.tobaccofreecampus.org/resources)

# Contact Us

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# Questions?

