

# PEERS AGAINST TOBACCO



*Texas College Initiative: Campus Tobacco Scan  
and Hot Spot Tool Training*

*Keryn E. Pasch, PhD, MPH*

## Why is it important to assess the tobacco environment on your campus?

- Because tobacco marketing is targeting YOU!
- Internal tobacco industry documents prove that they are targeting you.
  - “Today’s teenager is tomorrow’s potential customer” (Myron Johnston, Philip Morris Research Department, 1981)
  - and “The renewal of the market stems almost entirely from 18-year-old smokers” (Diane Burrows, RJR Marketing Department, 1984).
- Conducting campus audits and publicizing results can be an effective strategy to promote campus tobacco bans or strengthen enforcement of current tobacco bans.
- Documenting the amount and types of tobacco marketing, advertising, and promotions on and around your campus can be a powerful way to draw attention to the problem and garner support.

## How to complete the Campus Tobacco Scan survey

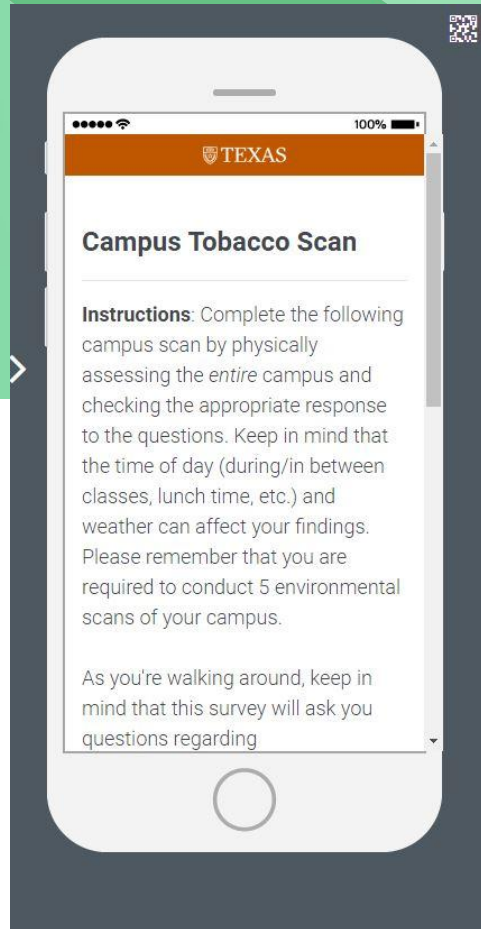
- In order to complete this survey, you will need to physically assess the *entire* campus. Keep in mind that the time of day (during/in between classes, lunch time, etc.) and weather can affect your findings.
- This survey will ask you to answer questions regarding: tobacco/nicotine use in/around buildings on campus, vape/hookah shops, tobacco marketing and promotions, and tobacco policy signage (e.g. "No smoking", "Tobacco-Free Campus").
- **If you are able to take photos of any of these, please send to [uttobacco@gmail.com](mailto:uttobacco@gmail.com).**
- Also, be on the lookout for "hot spots".
  - *What is a "hot spot"?* As you walk around campus, if you notice any places that are consistently (at least 2 times) surrounded by a group of people using tobacco/nicotine products, that is a "hot spot".

## How to access the Campus Tobacco Scan survey.

To access the campus tobacco scan survey, please use the following link:

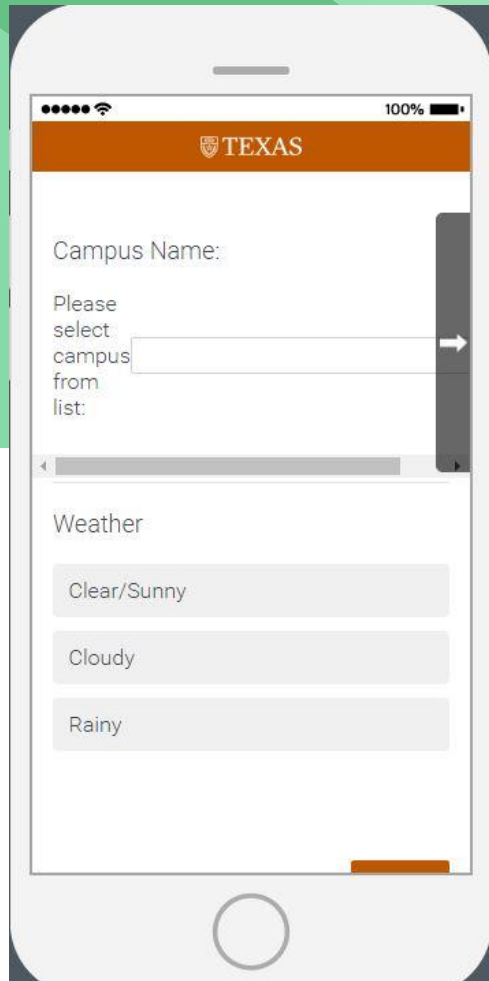
[https://utexas.qualtrics.com/SE/?SID=SV\\_2aDOqWcLGA BqJQF](https://utexas.qualtrics.com/SE/?SID=SV_2aDOqWcLGA BqJQF)

Reminder: You will need to complete a minimum of 5 campus scans.



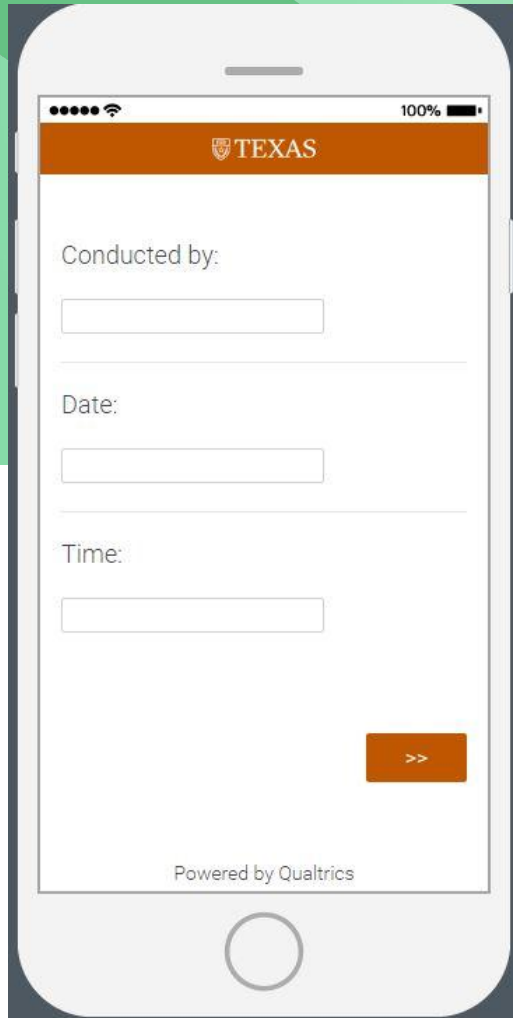
## Campus Tobacco Scans

- This training will walk you through the survey and includes examples for the following topics:
  - Tobacco/nicotine product overview
  - Vape/Hookah shops
  - Promotions & Marketing
  - Tobacco Litter
  - and Tobacco Policy Signage



## Campus Name & Weather

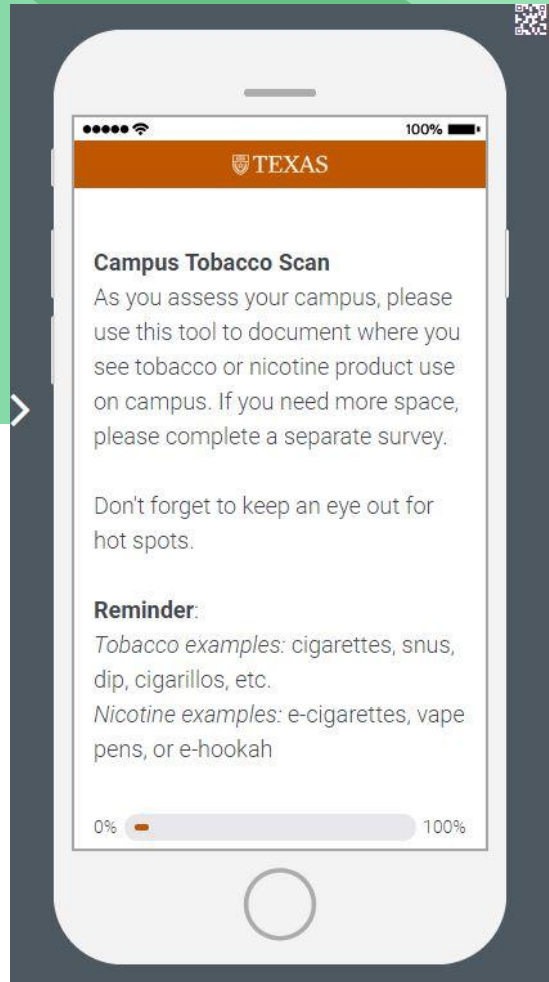
- To begin the survey, select your campus from the drop down menu.
- Select the weather status at the time of survey completion.
  - Tip: You are more likely to encounter instances of people smoking and/or using a tobacco product on warmer versus colder days, and between class passing periods.



The image shows a smartphone screen with a survey form. At the top, there is a status bar with signal strength, Wi-Fi, and 100% battery. Below that is an orange header with the Texas state seal and the word 'TEXAS'. The form has three input fields: 'Conducted by:', 'Date:', and 'Time:'. At the bottom right of the form is an orange button with '>>'. At the bottom left, it says 'Powered by Qualtrics'.

## Data Collector, Date and Time

- Enter your name in “Conducted by:” section
- Enter date you are completing the campus tobacco environmental scan.
- Enter the time you began filling out the survey.

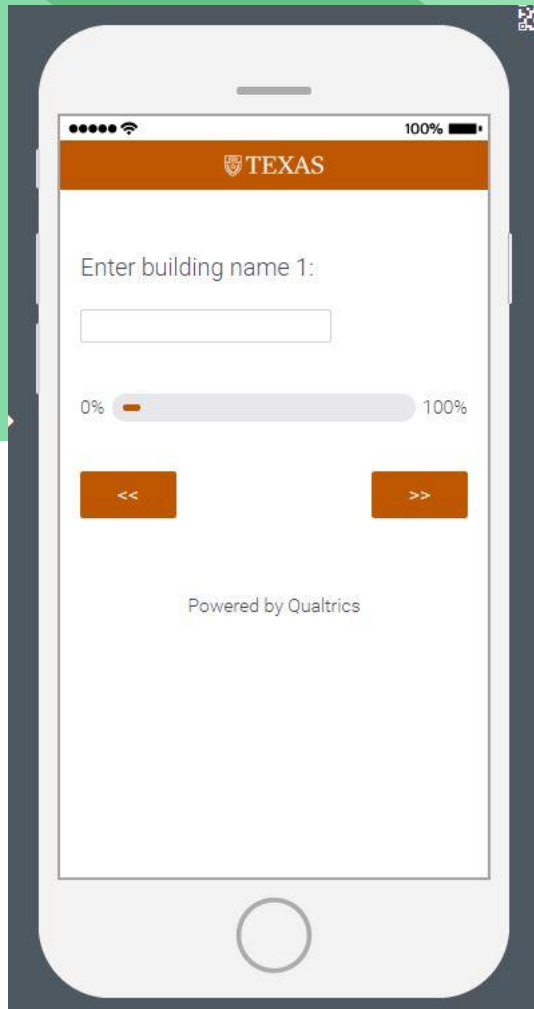


## Campus Tobacco Scan

- Reminder: you will need to physically assess your campus to complete this survey.
- As you walk around, you can use this survey to note the places where you see tobacco or nicotine product\* use on campus.
  - If you need more space, please complete a separate survey.
- \*Examples of tobacco and nicotine products can be found later in this presentation.

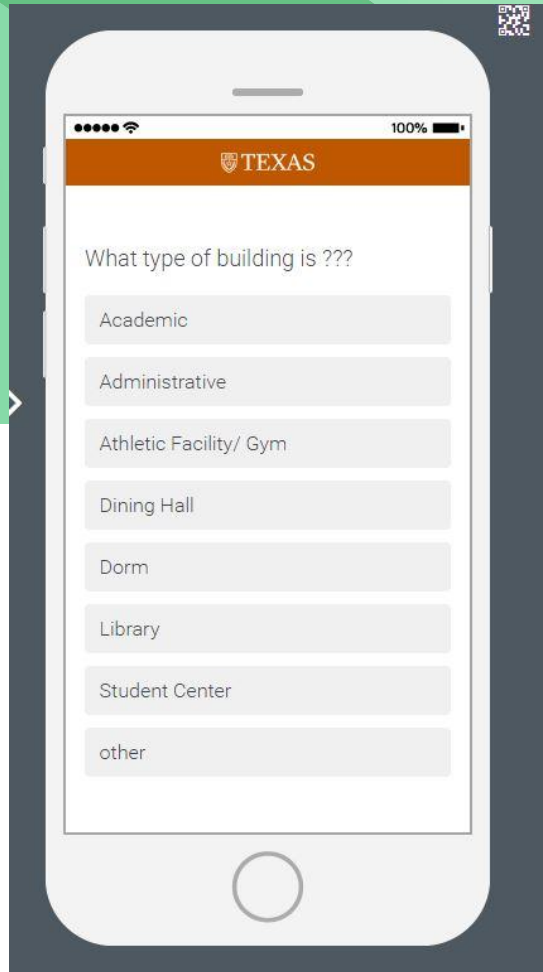


# PEERS AGAINST TOBACCO



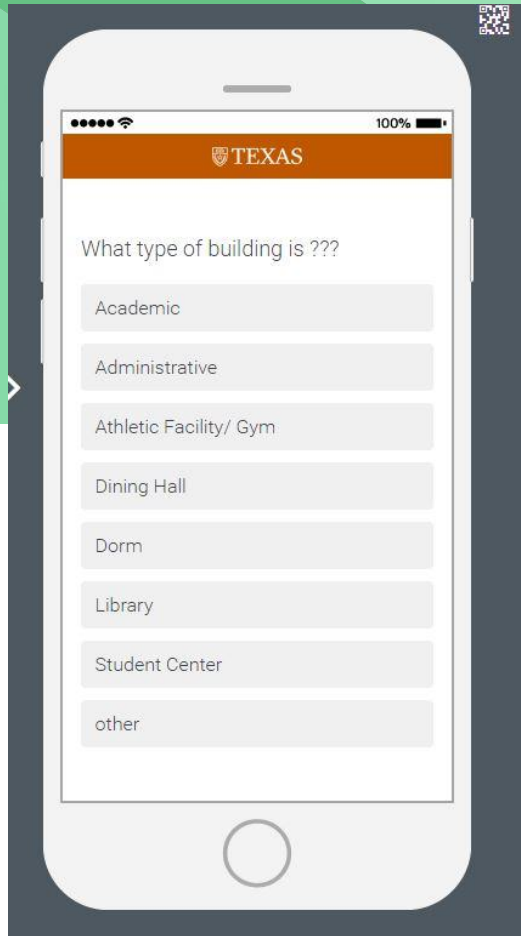
## Where do you see tobacco/nicotine product use?

- Proceed to walk around your entire campus. As you walk around, take note of the name(s) of the building and building type of the location where you notice people (students, faculty, or others) using tobacco/nicotine products.
- There are enough spaces for 10 buildings. If you need more space than this, please fill out a separate survey.



## Assessing the building for tobacco/nicotine use.

- After you enter the name of the building, select building type.
- Then, select the best answer for:
  - Building type
  - Product type
  - Presence of tobacco policy signage
  - Designated smoking area
  - Cigarette butts/other tobacco related trash
    - Examples of these included in the next slides.



## Building Type

Options include:

- Academic
- Administrative
- Athletic Facility/Gym
- Dining Hall
- Dorm
- Library
- Student Center
- Other

# PEERS AGAINST TOBACCO

## Overview of Product Types

Cigarettes



E-cigarettes/Vape pen



Hookah



Cigars/ Cigarillos



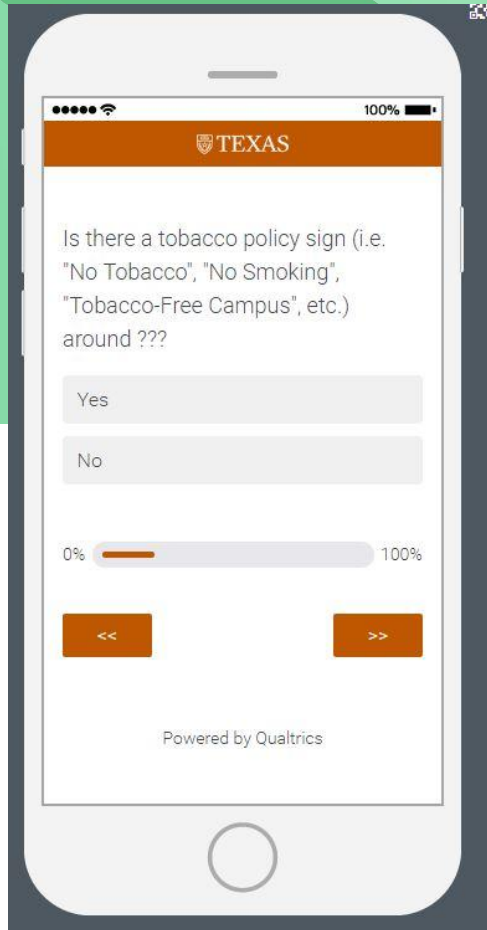
1. Cigarette
2. Filtered large cigar
3. Little cigar
4. Cigarillo
5. Traditional large cigar

Smokeless



Smokeless

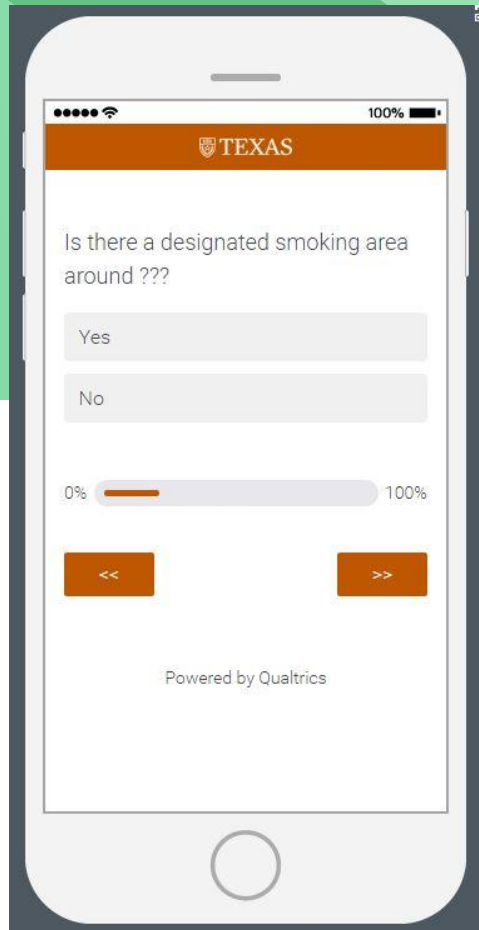




## Tobacco Policy Signage

Here are some examples of tobacco policy signage.

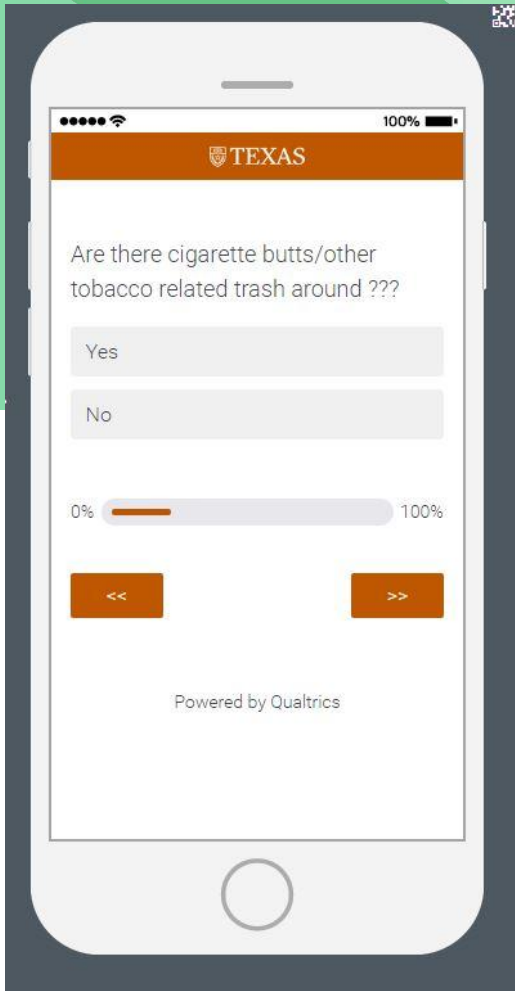




## Designated Smoking Area

Here are some examples of signage you may see.

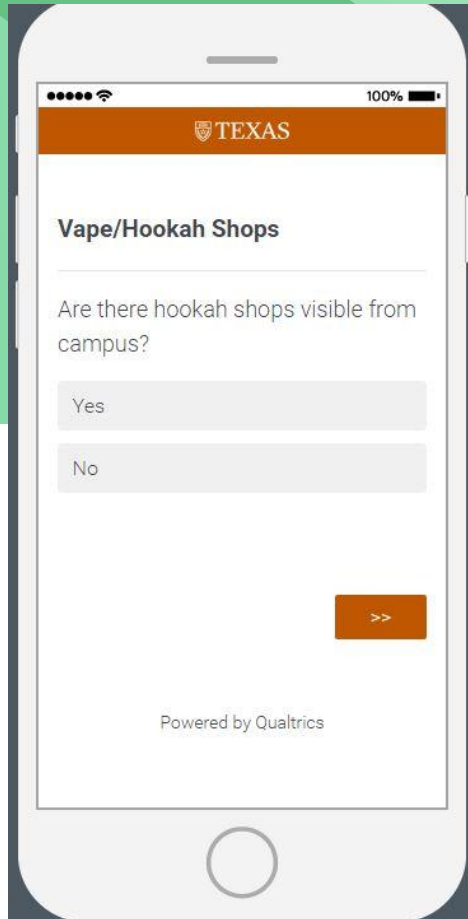




## Tobacco Litter

Here are some examples of tobacco related trash.





100%

TEXAS

### Vape/Hookah Shops

Are there hookah shops visible from campus?

Yes

No

>>

Powered by Qualtrics

## Hookah shops visible from campus

- Please indicate whether there are hookah shops visible from your campus?
  - Select “yes” or “no”





TEXAS

### Promotions & Marketing

Remember: If you are able to take a photo of the ad(s), please send to [uttobacco@gmail.com](mailto:uttobacco@gmail.com)

Do you see promotions for tobacco/nicotine products?

Yes

No

0%  100%

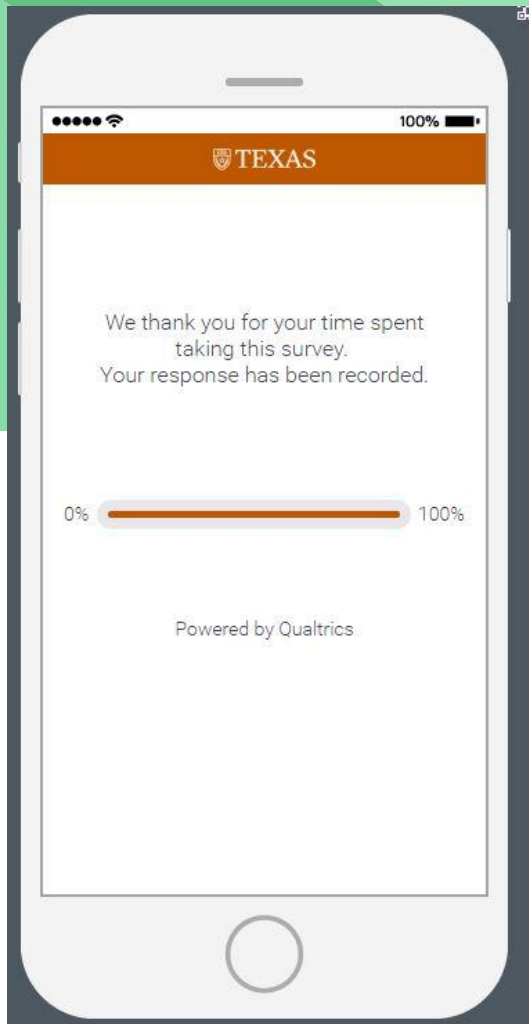
Navigation arrows: << >>

## Promotions & Marketing

- Here are some examples of tobacco/nicotine promotions/marketing.

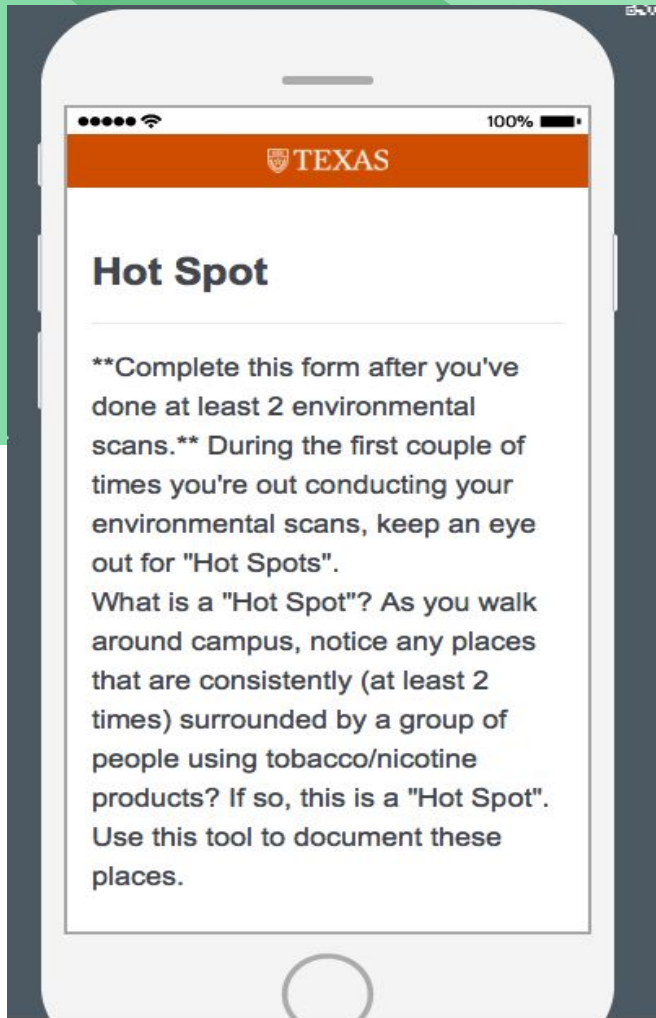


# PEERS AGAINST TOBACCO



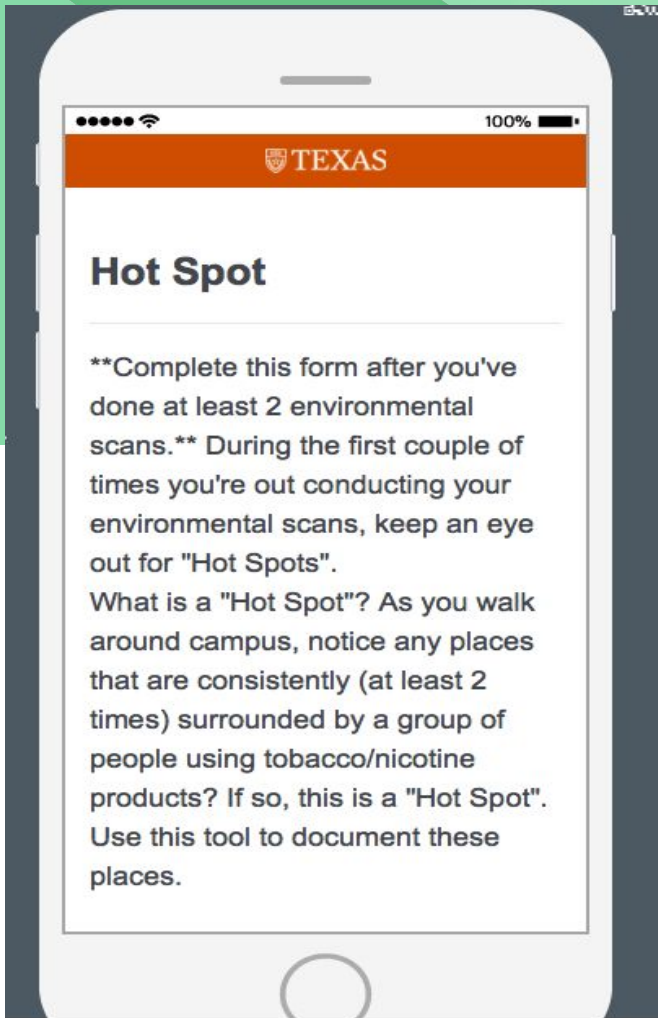
## All done!

Don't forget, if you observed any "hot spots" around your campus, please proceed to the second part of this training for instructions on how to complete the "Hot Spot" survey.



## Hot Spot Tool

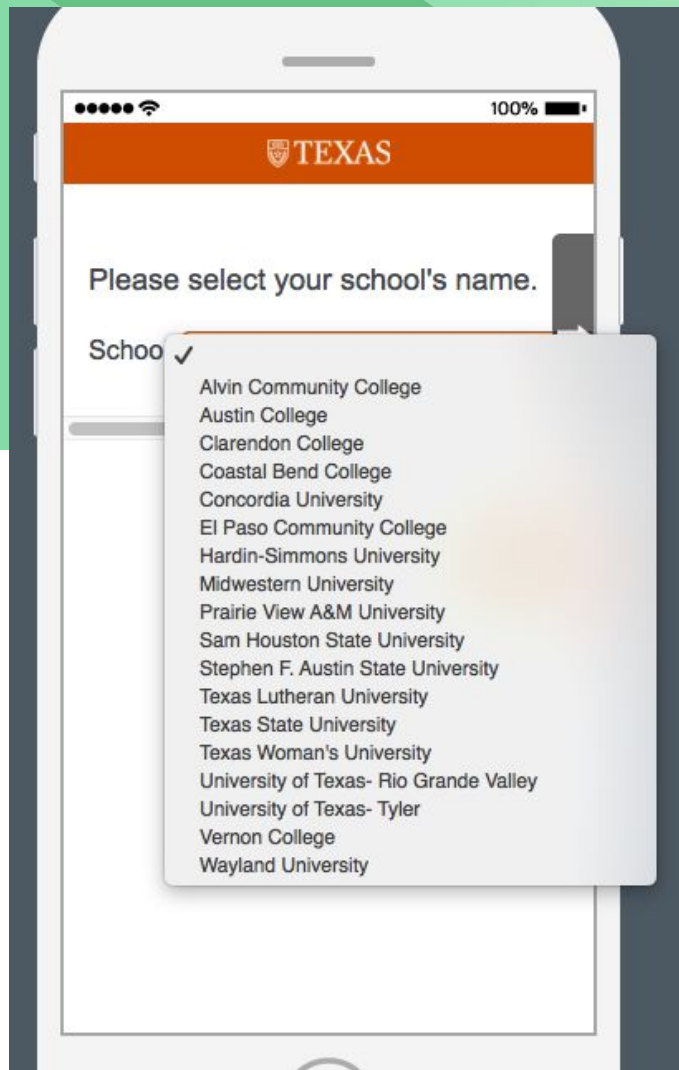
- After you've completed at least 2 campus scans, if there is an area that is consistently (at least 2 times) surrounded by a group of people using tobacco/nicotine products, please fill out a hot spot survey.
- To access the hot spot tool, please use this link:  
[https://utexas.qualtrics.com/SE/?SID=SV\\_8eLZ2WVZzGMRWSx](https://utexas.qualtrics.com/SE/?SID=SV_8eLZ2WVZzGMRWSx)



## Hot Spot Tool

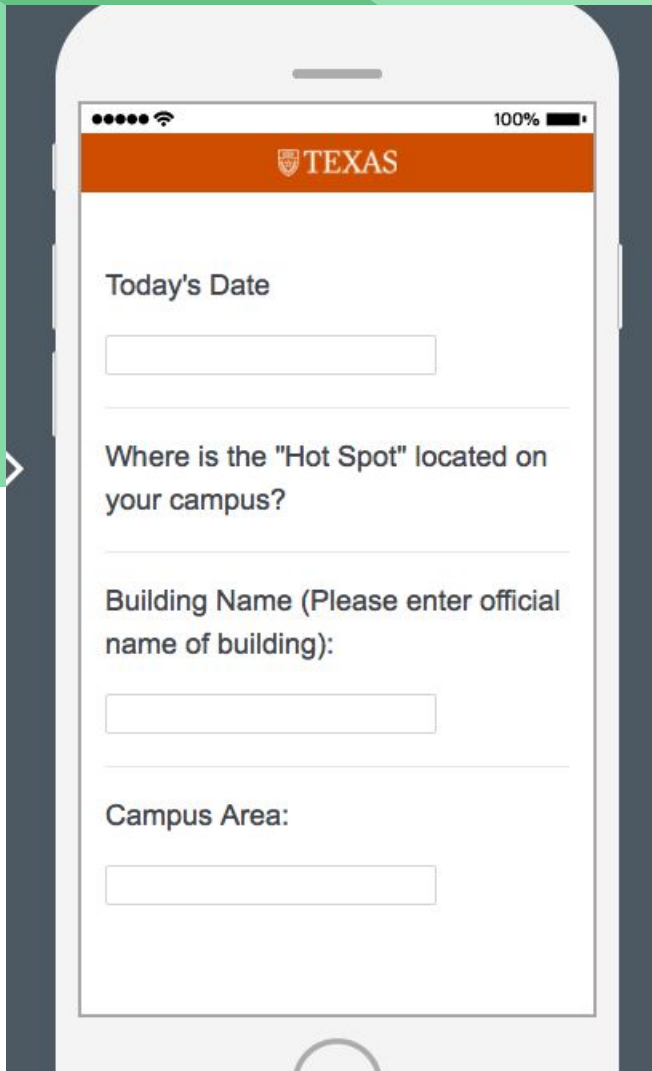
- Please use this tool to document any hot spots on your campus.
- \*Please note that you will need to fill out a separate one for each “hot spot”.

# PEERS AGAINST TOBACCO



## School Name

- Please select your school's name from the drop down menu.



100%

TEXAS

Today's Date

Where is the "Hot Spot" located on your campus?

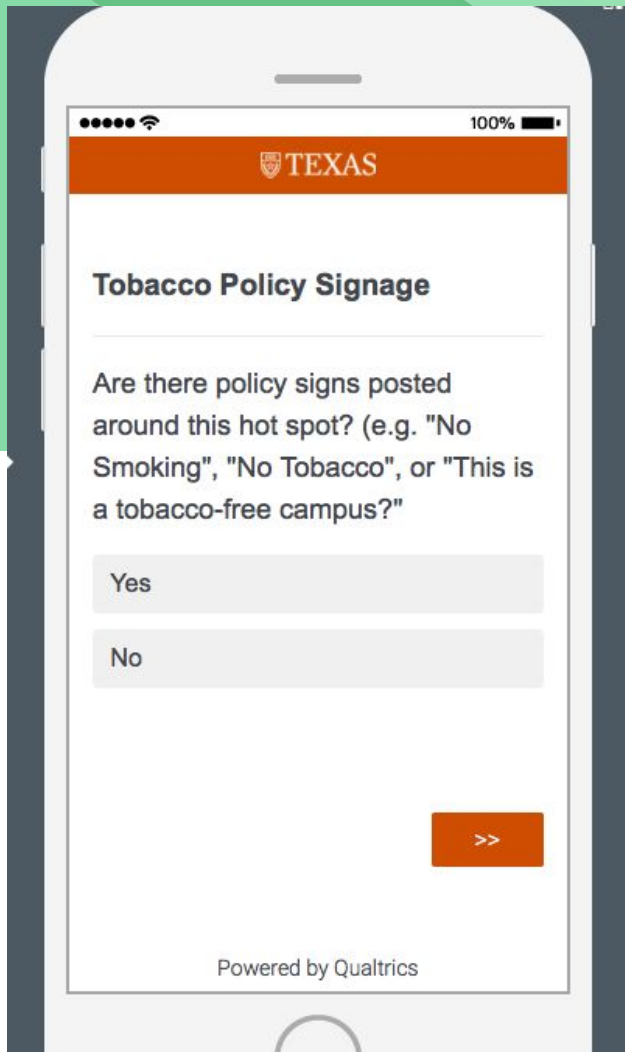
Building Name (Please enter official name of building):

Campus Area:

## Date & Location

- Enter the date you are completing the hot spot survey.
- Type in the name of the building/location of the hot spot in the space provided.
- Type in the campus area location.
- Please note that you will not be able to move on with the survey until you fill out this section.

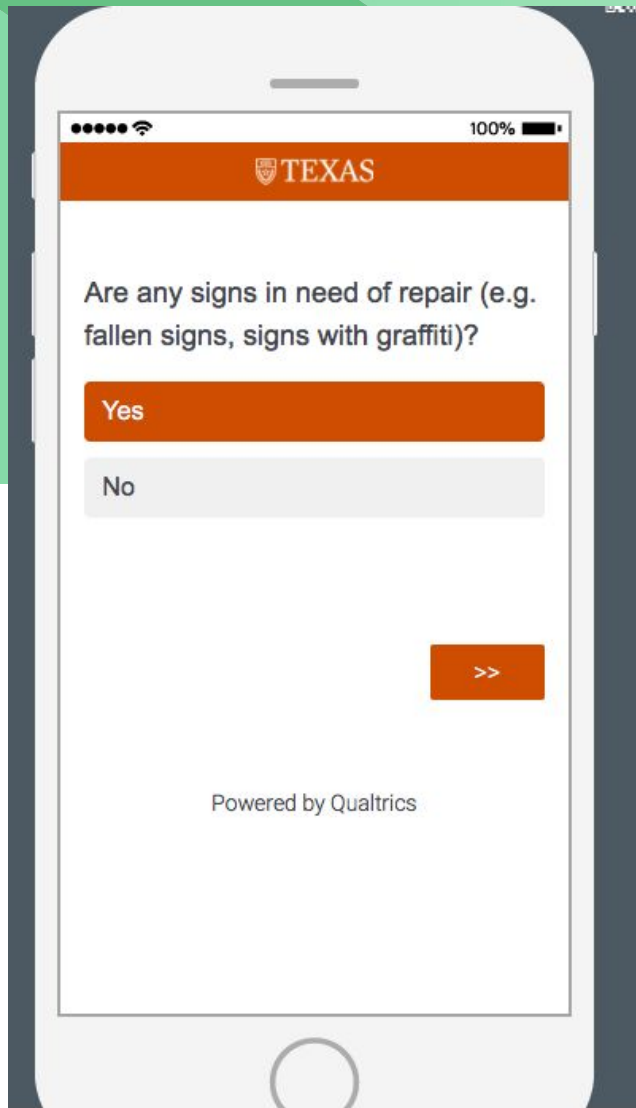
## Tobacco Policy Signage



The screenshot shows a mobile application interface. At the top, there is a status bar with signal strength, Wi-Fi, and 100% battery. Below that is an orange header with the word 'TEXAS' and a small logo. The main title is 'Tobacco Policy Signage'. The question asks: 'Are there policy signs posted around this hot spot? (e.g. "No Smoking", "No Tobacco", or "This is a tobacco-free campus?")'. There are two input fields: 'Yes' and 'No'. At the bottom right, there is an orange button with '>>'. At the bottom left, it says 'Powered by Qualtrics'.

- Are there any policy signs posted around this hot spot? (e.g. “No Smoking” or “No Tobacco”
- Select “yes” or “no”.
  - If “yes”, how many?
  - If “no”, move on to the next question.
- Here are some examples of tobacco policy signs:



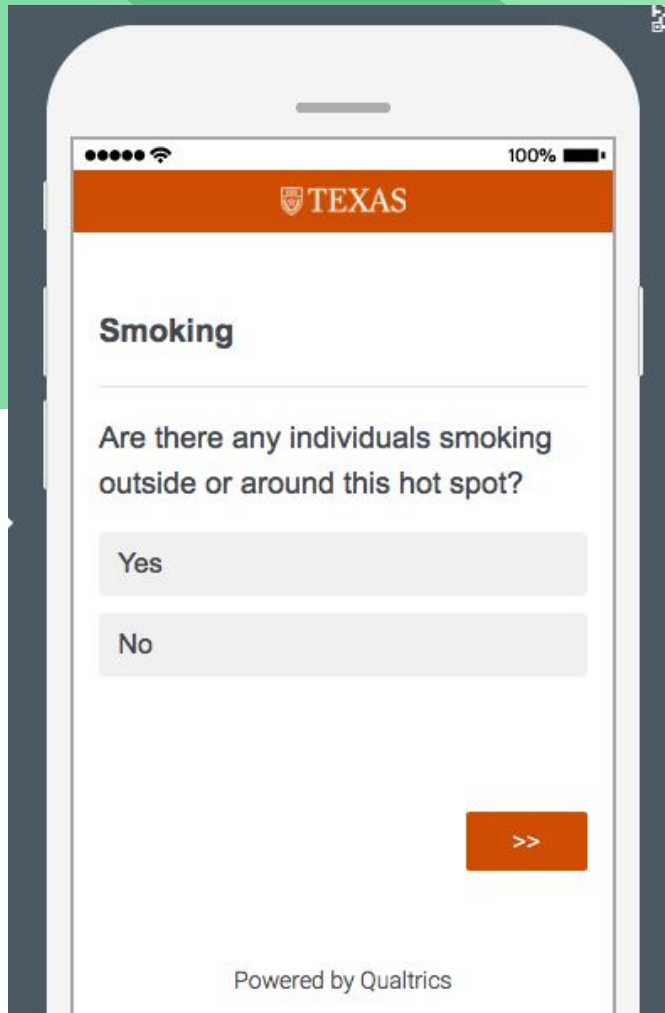


The image shows a smartphone screen displaying a survey question. At the top, there is a status bar with signal strength, Wi-Fi, and 100% battery. Below that is an orange header with the Texas state seal and the word "TEXAS". The main question is "Are any signs in need of repair (e.g. fallen signs, signs with graffiti)?". There are two radio button options: "Yes" (selected) and "No". At the bottom right of the question area is an orange button with ">>". At the bottom of the screen, it says "Powered by Qualtrics".

## Tobacco policy signs in need of repair?

- Are there any signs in need of repair?
  - This can include signs that are difficult to see, fallen signs, signs with graffiti or stickers, etc.
- Select “yes” or “no”.
  - If “yes”, enter the number of tobacco policy signs in need of repair in the next section.
  - If “no”, move on to the next question.





100% 100%

TEXAS

## Smoking

Are there any individuals smoking outside or around this hot spot?

Yes

No

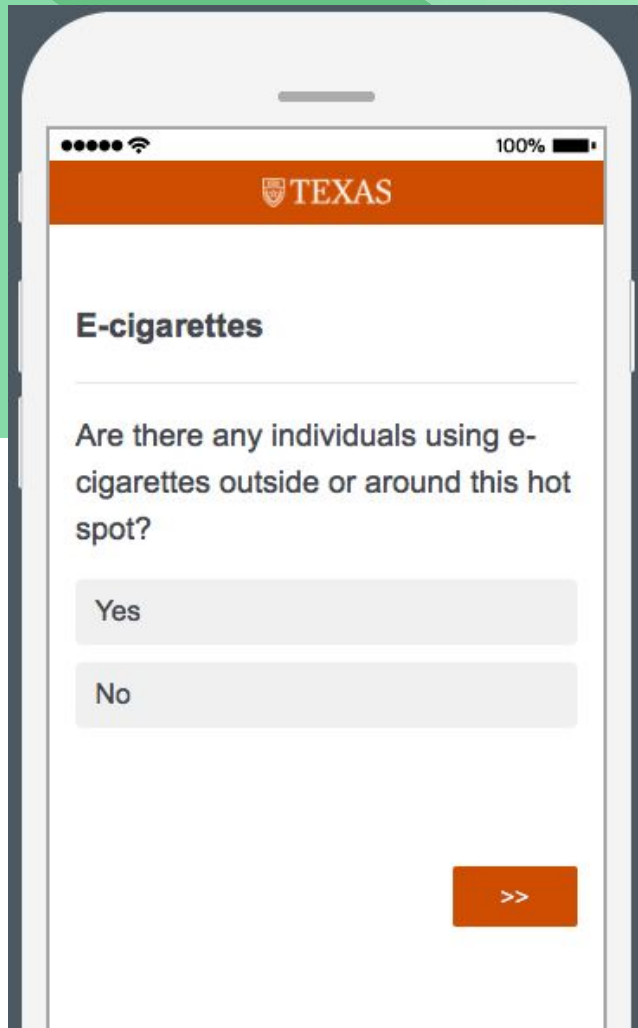
>>

Powered by Qualtrics

## Smoking



- Are there any individuals smoking outside or around this hot spot, at the moment you are completing the survey?
- Select “yes” or “no”.
  - If “yes”, enter the number of individuals you see smoking in the next section.
  - If “no”, move on to the next question.



The image shows a smartphone screen with a survey interface. At the top, there is a status bar with signal strength, Wi-Fi, and 100% battery. Below that is an orange header with the word "TEXAS" and a small logo. The main content area is white and contains the following text:

**E-cigarettes**

---

Are there any individuals using e-cigarettes outside or around this hot spot?

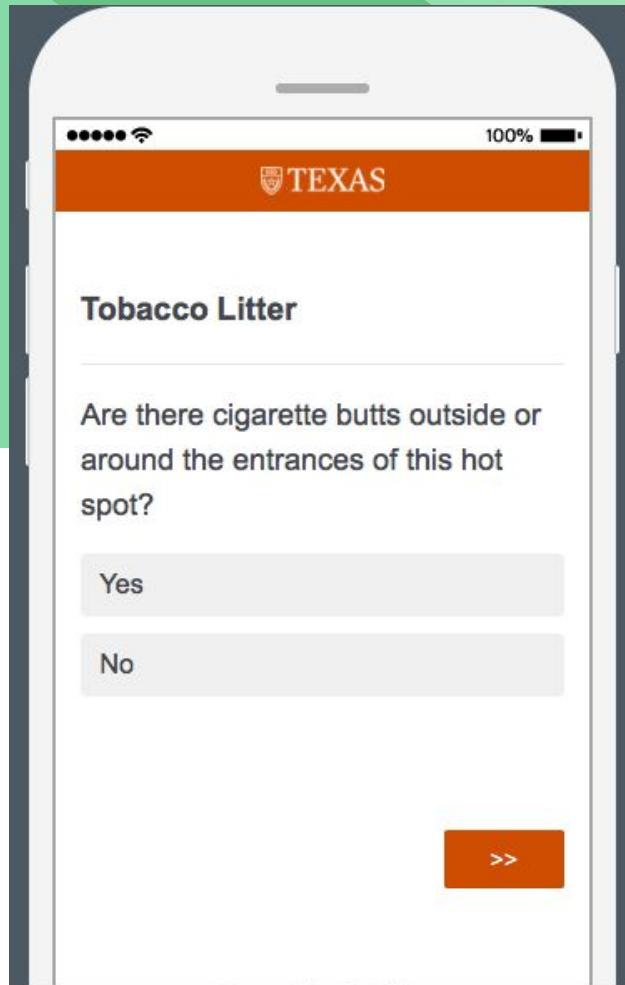
Yes

No

>>

## E-cigarettes

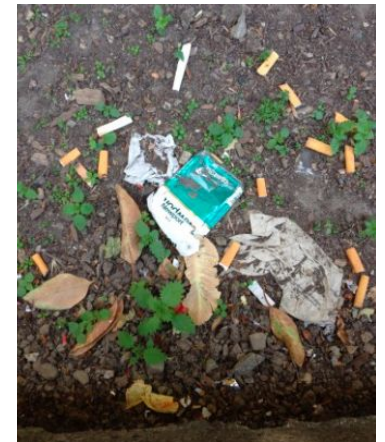
- Are there any individuals using e-cigarettes outside or around this hot spot?
- Select “yes” or “no”.
  - If “yes”, enter the number of individuals you see using e-cigarettes at this hot spot.
  - If “no”, move on to the next question.

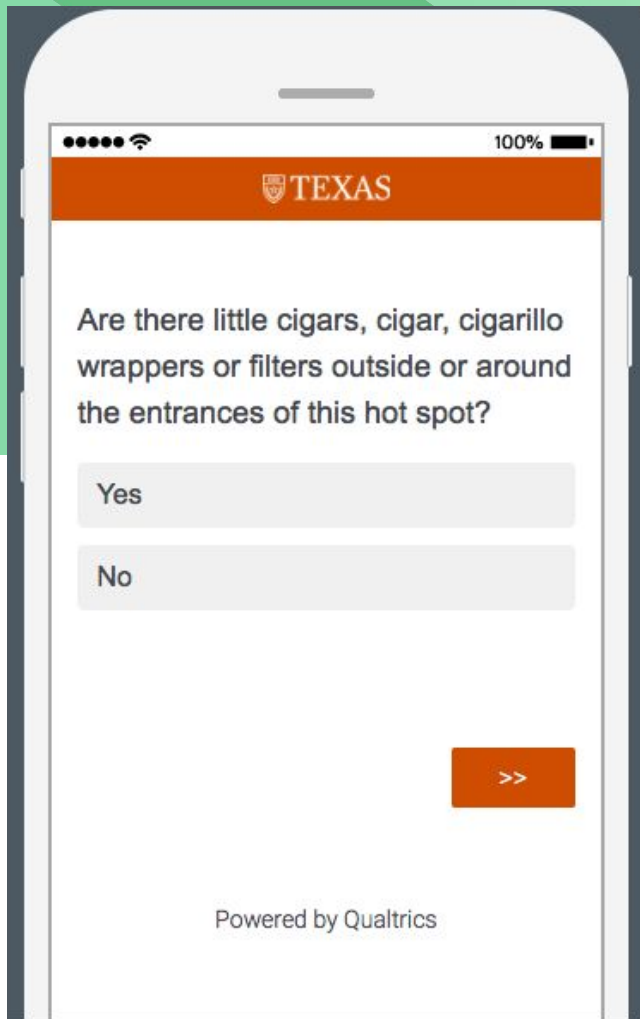


The screenshot shows a mobile application interface. At the top, there is a status bar with signal strength, Wi-Fi, and 100% battery. Below that is a header with the Texas state logo and the word "TEXAS". The main title of the screen is "Tobacco Litter". The question displayed is "Are there cigarette butts outside or around the entrances of this hot spot?". There are two radio button options: "Yes" and "No". At the bottom right, there is an orange button with a white right-pointing arrow (>>).

## Tobacco Litter

- Are there cigarette butts outside or around the entrances of this hot spot?
- Select “yes” or “no.”
  - If “yes”, enter the approximate number of cigarette butts you see in this hot spot.
  - If “no”, move on to the next question.

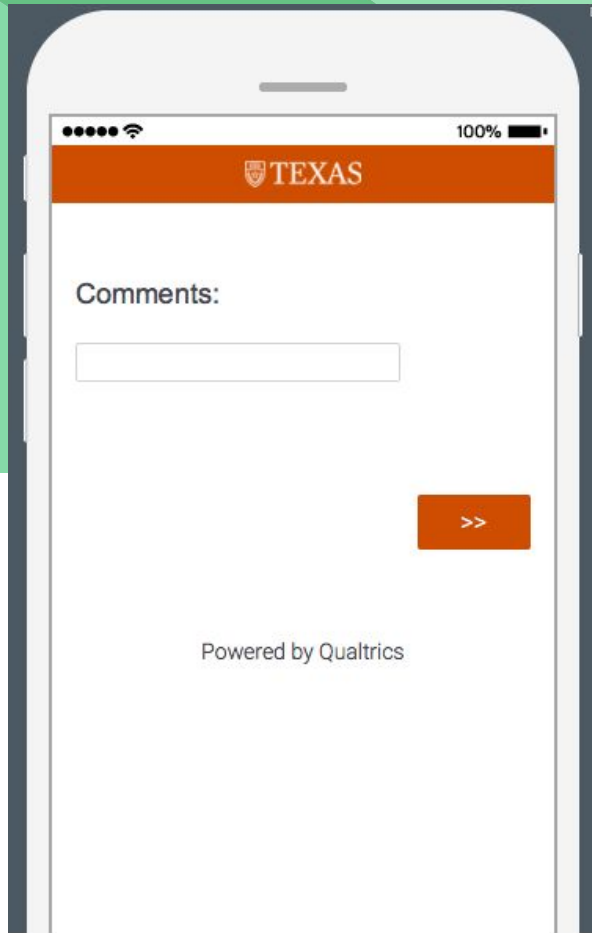




The image shows a smartphone screen displaying a survey question. At the top, there is a status bar with signal strength, Wi-Fi, and 100% battery. Below that is an orange header with the Texas state seal and the word "TEXAS". The main content area contains the question: "Are there little cigars, cigar, cigarillo wrappers or filters outside or around the entrances of this hot spot?". There are two light gray buttons labeled "Yes" and "No". At the bottom right, there is an orange button with white double arrows ">>". At the bottom left, it says "Powered by Qualtrics".

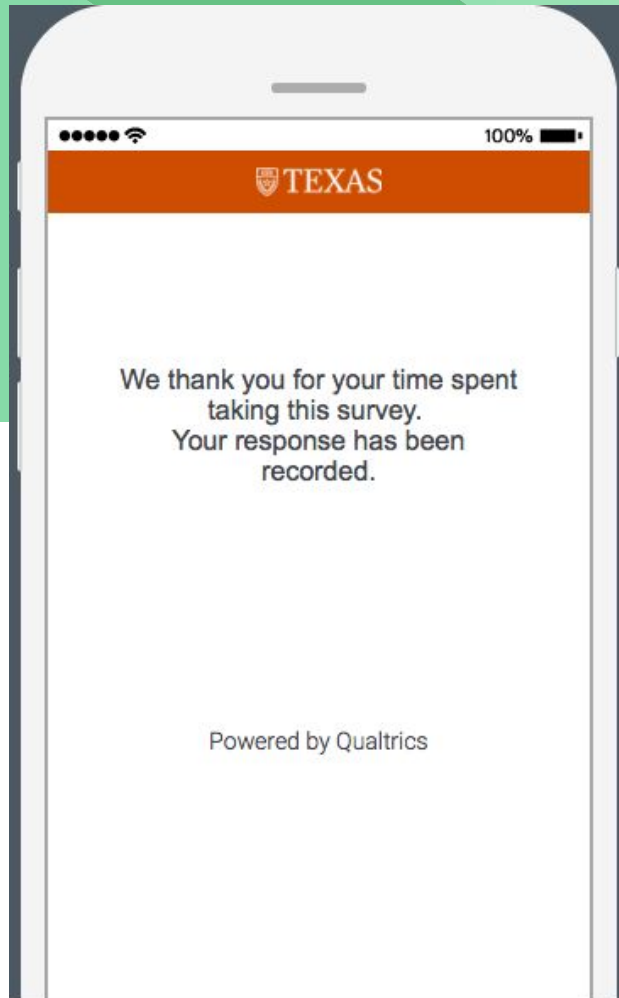
## Tobacco Litter

- Are there little cigars, cigar, cigarillo wrappers or filter outside or around the entrances of this hot spot?
- Select “yes” or “no”.
  - If “yes”, enter the number of tobacco wrappers or filters you see.
  - If “no”, move on to the next question.



## Comments

- Please feel free to enter any comments you would like to share with us.



## All done!

- Feel free to review these slides at any time during your data collection.
- If you have another hot spot, you can start a new survey.
- If you have any questions, please contact:
  - Keryn Pasch at [kpasch@austin.utexas.edu](mailto:kpasch@austin.utexas.edu)