



Tobacco-Free Campus Policy **IMPLEMENTATION GUIDE**

A resource designed to help college students adopt and implement a 100% tobacco-free campus policy.





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INTRODUCTION

Tobacco is the leading cause of preventable disease, disability and death in the United States (US). Each year an estimated 480,000 people nationwide die prematurely from smoking or from exposure to secondhand smoke.¹ In Texas, about 28,000 adults die annually from tobacco-related diseases.²

Almost all lifelong users of tobacco start prior to the age of 26,³ and college-age young adults (ages 18-25) have the highest rates of tobacco use among all age groups.⁴⁻⁵ In 2013, approximately 37% of young adults reported current tobacco use, and the rates of past month use for specific tobacco and alternative tobacco products among this population were 30.6% for cigarettes, 10% for cigars, 5.8% for smokeless tobacco, and 2.2% for pipe tobacco⁵ (see Appendix 1 for more information about tobacco use among college students).

Although cigarette consumption in the US has declined over the past two decades, the tobacco industry has introduced new non-cigarette alternatives (i.e., e-cigarettes, hookah, little cigars, etc.). In addition, the tobacco industry has introduced innovative marketing campaigns and strategies that appeal to young adults, making this group vulnerable to new and emerging tobacco product use.³ Creating 100% tobacco-free campus policies that eliminate the use of all tobacco products, including both traditional and alternative tobacco products, could curb the influence of tobacco marketing on college students and may help prevent a new cohort of young adults from becoming lifetime tobacco users.

College students are the key to creating new and strengthening existing campus tobacco policies. Student-driven policy change ensures that change is initiated and supported by students. The campus setting offers a unique opportunity for students to build and sustain a tobacco-free environment.³

Although creating an effective tobacco-free campus policy or changing an existing policy may seem daunting, both are achievable. The number of 100% tobacco-free colleges has increased in the past few years. In Texas, 18 colleges or universities are 100% tobacco-free. Experiences from various states indicate that systematic implementation of tobacco-free policies is important in supporting statewide tobacco-free prevention programs and sustaining the momentum of tobacco control.⁶⁻⁷

Resources exist to guide individuals in the process of implementing a tobacco-free policy. The University of Texas MD Anderson Cancer Center has created the Tobacco-Free Policy Toolkit for Institutions of Higher Education⁸ to assist college and university leaders in adopting, implementing, and enforcing a 100% Tobacco-Free Campus Policy. In conjunction with the MD Anderson toolkit, the purpose of the current Policy Implementation Guide is to provide step-by-step guidance to college students as they work to adopt tobacco-free policies on campus. The ultimate goal of the current guide is to promote student-led transit to tobacco-free campus policies in order to improve the health, well-being, and safety of all Texas college and university students, faculty, staff, and visitors.

This guide was created by a team from the Peers Against Tobacco project, an initiative funded by the Texas Department of State Health Services, as part of a comprehensive effort where students lead tobacco prevention and control activities on their campuses. Use of this guide, as well as the subsequent process of policy implementation, may vary across campuses. Students may follow the contents listed here step-by-step, bounce back and forth between steps, or work on several steps simultaneously.





Phase One: BEFORE ADOPTING THE POLICY

In Phase One, campus readiness to adopt a tobacco-free campus policy will be assessed, a taskforce will be formed, a feasible action strategy will be planned out, and the policy will be drafted. Phase One is also a good time to start building relationships with possible partners within the campus community, as well as to gauge the campus environment and political climate.





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Step 1: KNOW YOUR CAMPUS

The goal of this step is to understand conditions of tobacco and alternative tobacco product use on your campus and to discuss factors that contribute to the current campus tobacco landscape.

Before implementing any new tobacco policies or making changes to existing ones, it is necessary to assess your current campus tobacco landscape and identify possible solutions to the problems observed. Knowing the community and tobacco-related issues on which you are working is essential to successful policy development and implementation. It is also a great time to introduce yourself to possible partners. When assessing your current campus tobacco environment, you will:

- a. Identify and evaluate the current campus tobacco policy (if available). Each campus tobacco policy can be found in the Texas College/University Tobacco Policy Database (**PeersAgainstTobacco.org**). The database provides a copy of each campus policy and clearly communicates the strengths and weaknesses of each policy.
- b. Identify any gaps that might exist in the current policy. For example, your campus may be *smoke-free* but not necessarily 100% *tobacco-free*. Additionally, your campus may have a policy that allows individuals to still smoke in certain areas of campus, rather than banning smoking on school grounds entirely.
- c. Identify environmental markers that may hinder your efforts to create a tobacco-free campus. For example, cigarette advertisements on or near your campus may support the use of tobacco products.



Furthermore, promotional campaigns posted around your school for products like e-cigarettes and vapor pens can support tobacco use at community events, affecting your efforts in reducing tobacco use on your campus.

- d. Identify available cessation services for those who may be trying to quit traditional cigarette smoking or the use of alternative tobacco products.
- e. Identify decision-makers who will be responsible for adopting and supporting a new policy on campus. The campus decision-makers are often members of the governing body for college systems (e.g., board of trustees).
- f. Enlist potential local partners for support in your efforts. Before adopting a policy, it is important to reach out to individuals or organizations who have already participated in tobacco prevention and control initiatives, and who can provide you with support and assistance. **TobaccoFreeU.org** has created a list of Partners in Tobacco Prevention Identification (www.tobaccofreeu.org/evaluation/partners_in_prevention.asp).

Examples of Useful Data to Gather

- › Rates of tobacco use
 - % of current and daily tobacco users among college students/faculty/staff
 - % of students exposed to tobacco use on campus
- › Main tobacco issues on campus
 - How and where is tobacco used?
- › Consequences of tobacco use
- › Community settings and environments
 - Where do students buy tobacco products?
- › Tobacco norms on campus
- › Past efforts of tobacco use prevention
 - The level of support and opposition to a tobacco-free campus policy



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Step 2: BUILD A TASKFORCE

The goal of this step is to cultivate support for a 100% tobacco-free campus policy through the creation of a campus taskforce.

A campus taskforce is a group of students and administrators who share a common interest in eliminating tobacco use on campus, whether it be in a certain building or in all buildings on school grounds.

Before creating a student group, you should check with your Student Activities Coordinator to make sure that you are following appropriate campus regulations for forming student groups. You can recruit individuals to be on your school's taskforce by inviting friends and classmates to participate, especially those who you think may share a common interest in helping to eliminate tobacco use on campus. Another way to recruit your fellow peers is to hold an information session about the taskforce. Creating and posting flyers on campus or making use of social media channels are some great ways to invite students to join.

A taskforce may be small or large, so long as each member is aware of the responsibilities that come with changing policies and creating a tobacco-free environment on campus.



I HAVE A TASKFORCE, NOW WHAT?

Step A

Assess the tobacco environment on your campus. A good place to start would be finding the most current tobacco policy for your campus (See Step 1: Know Your Campus).

Step B

As a taskforce, consider your current tobacco policy and create goals and objectives for the mission of your taskforce. For example, your goal could either be to create new tobacco policies across your campus or to better enforce current tobacco policies (See table below for SMART goals).

Step C

Act on your goals. By creating community alliances (e.g., partnerships with faculty, administrators, student health clinics, etc.), you can better achieve your goals. Additionally, maintain momentum for your initiative by creating a timeline for when you would like to achieve your goals (See Phase Two, Step 7: Develop the Implementation Timeline). Keep taskforce members continually involved by holding meetings, sending updates via newsletters, or creating a taskforce group page online.

SMART Goals

SMART goals are defined as:

- › **Specific** — *Target a specific area for improvement.*
- › **Measurable** — *How will you measure the progress of your goals?*
- › **Assignable** — *Who will be responsible for each task?*
- › **Realistic** — *Goals should be attainable given the resources available.*
- › **Time-bound** — *When will the results be achieved?*



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Step 3: STRATEGIZE AND CREATE AN ACTION PLAN

The goal of this step is to develop an action plan and to provide guidance for your taskforce to carry out a tobacco-free campus policy.

After you establish a taskforce, it is time to design your strategy and define the required steps for policy adoption and implementation. Your strategy is both a plan of action and a way to ensure members of your taskforce work together effectively. By the end of this step, you should have developed a strategy for the implementation and enforcement of a 100% tobacco-free campus policy, as well as identified the actions needed to execute your plan (See table on next page for major components of an action plan).

Before building an action plan, it may be helpful to develop a meeting schedule for your taskforce. Meeting with your taskforce at least twice a month for the first six months would be ideal in order to create momentum and keep all taskforce members engaged.

You may use an existing health promotion model to help keep you organized, such as the PRECEDE-PROCEED model. Be aware that some models have many phases and components, however, and could become overly complex or time-consuming to follow.

You can create a brief timeframe for your policy change process at this point. A detailed timeline for policy adoption and implementation can be developed later after you meet with the decision-makers (See Phase Two, Step 7: Develop the Implementation Timeline).



Major Components of an Action Plan

› Goals and Objectives

- Created during previous steps

› Implementation Plan

- Communicate the policy adoption
- Make changes on campus: remove signage promoting tobacco product use and set up tobacco-free signs
- Work on securing cessation resources
- Work with other prevention programs, such as Peers Against Tobacco

› Enforcement Plan

- Identify responsible parties for monitoring compliance
- Define violations and citations in the event that your campus administration is willing to take these enforcement steps

› Evaluation Plan

- A process evaluation plan will help evaluate the quality of the implementation process
- An outcome evaluation plan will help evaluate the impact of the policy

› Budget

- Identify expenses that might arise from the implementation, enforcement, and evaluation of the new tobacco-free policy (i.e. costs related to signage and other materials needed to promote a tobacco-free environment)



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Step 4: DEVELOP THE POLICY

The goal of this step is to develop a tobacco-free campus policy that can readily be adopted.

Depending on the policy your campus has, you may make changes to your existing policy or draft a new policy. Make sure the revised policy or new draft includes specific language regarding a 100% tobacco-free campus policy which encompasses the following points:

- ▶ Prohibits *all* forms of tobacco use, including but not limited to cigarettes, cigars, e-cigarettes, smokeless tobacco, hookahs, blunts, pipes, snus and snuff
- ▶ Applies to *all* buildings owned by the university, campus grounds (including parking lots, theaters, athletic facilities, residential halls) and *all* campus properties (including campus-owned vehicles)
- ▶ Prohibits sale or free distribution of tobacco products on campus
- ▶ Applies 7 days a week and 24 hours a day
- ▶ Applies to all students, faculty, staff and visitors of your campus

The American College Health Association (ACHA) suggests⁹ that a tobacco-free campus policy should also:

- ▶ Prohibit any tobacco advertisements and sponsorship from the tobacco industry on campus at college/university events
- ▶ Offer and promote tobacco prevention and education programming on campus



- Provide a comprehensive effort to increase awareness within the campus community of the tobacco-free policy

In order to make sure all the key components of a 100% tobacco-free campus policy are included, start with making a policy outline. Refer to the “Policy Outline” below, as well as the Tobacco-Free Policy Toolkit by MD Anderson (p.13 in the toolkit), for assistance with drafting the ideal campus tobacco policy.⁸

Policy Outline

- I. Introduction
 - A. Purpose: Tobacco-free and well-being
- II. Rationale — Why your campus is going tobacco-free
 - A. Tobacco use and well being among college students
 - B. Health consequences
 - C. History/background of college policy
- III. Definitions — Complete definition of what tobacco/tobacco use includes
- IV. Tobacco Use Policy
 - A. Scope and Audience
 - B. Responsibilities
 - C. Exceptions
- V. Implementation — When and how will the policy be implemented? Who is responsible for implementing the policy?
- VI. Education — How will the campus be kept informed on the policy change process?
- VII. Enforcement — Who is responsible for enforcement? What enforcement tactics will be used? Who should be contacted to report policy violations?
- VIII. Complaint and Compliance — Setting up the complaint process and language, and defining compliance for the campus and campus members
- IX. Cessation Assistance — Services and programs available for people interested in quitting tobacco and how to access those services





Phase Two: POLICY ADOPTION

In Phase Two, the taskforce will take steps to get the proposed tobacco-free campus policy adopted. It is important to maintain momentum among group members and campus networks in this stage. Reaching out to campus/community media sources is crucial in promoting the need for a tobacco-free campus and urging campus leaders to take action.





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Step 5: SECURE POLICY APPROVAL

The goal of this step is to secure policy approval from key decision-makers and student leadership groups.

Each campus has its own procedure for the approval of a new policy. More than likely, the following steps should be taken before creating a new policy or changing an existing policy: (1) seek endorsements from your student government, faculty senate and staff council, or employee's union, (2) present the policy to decision-makers, (3) mobilize support for the policy, and (4) make changes according to discussion. The following steps can be taken to secure policy:

- a. Identify the proper procedure for the approval of a new policy on your campus.
- b. Assign taskforce members to work with the aforementioned campus groups to answer questions and explain the policy.
- c. Work with the student government on campus by involving the student body president, supporting committees, and attending student body meetings. There may be opportunities to publicly speak on tobacco-related policy issues during student body meetings. You may also gain support or get advice from other organizations or the student body president on how to get policies approved and implemented university-wide.
- d. Compile pertinent information and present it to key decision-makers (e.g., board of trustees). To prepare,



talk to groups that have passed policies to see how they presented their cases. When you meet with a decision-maker, remain professional and familiarize yourself beforehand with how the decision maker will be involved in policy change.

Once the policy is approved by senior administration, it will be ready for consideration by your university or college governing board. There are several online sources that will help you prepare materials to explain why tobacco-free campus policies are important to you and your campus. For more information, visit www.tobacco-freeu.org/resources/Prioritizing.asp or refer to Appendix 2: Benefits of Tobacco-Free Campus Policies.

Helpful Hints

While networking with the student body, university president, and school staff and faculty, keep in mind that you might face opposition. Don't let it discourage you from continuing your efforts to implement and enforce a tobacco-free policy on your campus. To better prepare your taskforce for potential challenges, it may be helpful to know the main issues and concerns regarding implementation of tobacco-free policies by conducting a campus wide survey.

Sometimes campus administrators are afraid that a tobacco-free policy may infringe on individual rights. It is important to pick compelling reasons to adopt/strengthen a policy that will resonate with campus administrators. For example, highlight the potential benefits a tobacco-free policy may hold for the campus, such as less tobacco-related litter, decreased risk of damage caused by combustible tobacco products, such as cigarettes, hookah and little cigars, or decreased exposure to secondhand smoke for employees, students, and visitors.



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Step 6: EDUCATE YOUR CAMPUS

The goal of this step is to inform the community about the policy and to gather support for policy adoption and implementation.

Depending on the resources available to your taskforce, several marketing strategies can be used to raise awareness of an upcoming policy change. For example, Twitter™ and Facebook™ are two free marketing tools that you can use to spread the word about your new tobacco policy initiative.

SOCIAL MEDIA

Managing social media sites to benefit your policy endeavors can be time-consuming. It may be helpful to assign one or two people to manage policy-related social media or other media messages as their primary task.

Once you have any number of people following your social media pages or web pages, you want to make sure that any information on those pages is not outdated. Keep information as current as possible by posting updates frequently. This will keep your audience engaged with your progress.

MARKETING

The Tobacco Prevention and Control page (www.dshs.state.tx.us/tobacco) on the Texas Department of State Health Services (DSHS) website provides information



on media campaigns that you can either use directly or use for inspiration to create your own media strategies. The DSHS webpage also provides links to established media campaigns, such as the Share Air Campaign (www.shareair.org), which provides collateral materials that you may tailor to your campus community.

Before implementation (and ideally with your taskforce), discuss types of signage that might be absent from your campus that would aid in increasing awareness of the tobacco-free policy you are implementing. For example, your campus may lack adequate “Tobacco-Free Campus” signage. These signs should be placed within all boundaries of your tobacco-free campus area in order to ensure policy awareness.

There are additional resources for suggested signage in the MD Anderson Toolkit, and on the Peers Against Tobacco website, which includes electronic media materials.

Take Home Points to Educate Your Campus

- › Know your campus
- › Know your community
- › Use nearby tobacco bans to support your tobacco-free policy
- › Assess your student body in a relatively quick way via an online survey



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Step 7: DEVELOP THE IMPLEMENTATION TIMELINE


The goal of this step is to have an appropriate timeline for the implementation of your tobacco-free campus policy.

Before this step, you should already have an assessment of your campus tobacco landscape, gotten your policy approved by key decision-makers, and identified educational activities that will assist in increasing policy awareness. Creating a timeline that supports the goals and objectives created in earlier steps (see Phase One, Step 2: Build a Taskforce, and Step 3: Strategize and Create an Action Plan) will help you keep your taskforce on track in achieving your goals as quickly as possible.

During taskforce meetings, you should decide on an ideal date for the tobacco-free campus policy to be implemented. It may be helpful to align your tobacco-free campus policy implementation with other tobacco initiatives, such as the Great American Smokeout (www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout). When you begin to discuss your idea of a tobacco-free policy with campus administration, remember to ask if there are dates that you should consider when creating your own timeline. For example, voting on new policies may only occur at a particular time of year, and it would be wise for your taskforce to plan around such dates.

Remember that timelines should be followed as closely as possible; therefore, keeping members on track with their individual tasks should be the duty of one of your taskforce members. If your taskforce is made up of





many members, include checkpoints in your timeline to evaluate whether delegated tasks are being completed on time.

When creating timelines, consult your school's academic calendar to factor in times such as holidays and vacation periods. This will help avoid scheduling conflicts with regards to policy planning and implementation.

While you should aim to stick to your timeline as closely as possible, remember that scheduling can change and some deadlines may not be met. Factor in some extra time to compensate for deadlines that may have to be pushed back or for projects that may take longer than expected to complete.

How Long Will Implementation Take?

Remember that policy change takes time and will depend on the rules and regulations your campus administration has regarding policy changes. It may be possible to implement policy changes within one year, but every campus and university is different. Each campus has its own formal process that exists with regards to changing and implementing a policy.





Phase Three: POLICY IMPLEMENTATION AND MAINTENANCE

In Phase Three, the formally adopted policy will be carried out as written and will be evaluated. The focus of this phase pertains to enforcement of the policy, and continued efforts to educate the campus and promote policy compliance. In this phase, you should also assess how well the policy is working and whether any changes need to be made.





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Step 8: POLICY IMPLEMENTATION

The goal of this step is to implement your tobacco-free campus policy according to pre-established plans and timelines.

ENFORCEMENT

During the planning phase, it is essential to decide how enforcement will be handled.

- › Identify roles and responsibilities.
- › Decide who enforces the policy.

IMPLEMENT CONSEQUENCES

If there is no reprimand for violating the policy, then faculty, students and staff will be more prone to ignore it. Keep in mind that expulsion from school or termination from employment are extreme measures and are therefore not encouraged.

- › At some schools, violators are required to attend cessation counseling at the campus health center.
- › Some campuses have used community service and campus clean up as a penalty.
- › Campuses have issued fines to persons who have violated the policy, using campus police as the enforcement entity. You will need to discuss this tactic with campus police prior to including this language in your policy.



POST SIGNAGE

Students, visitors, staff and faculty need to see reminders around campus to reinforce the tobacco-free policy.

- › Post signs or posters in classroom buildings, student unions, workout facilities, dorms and all other appropriate buildings on your campus.
- › Installing or updating permanent outdoor signage around campus is also recommended.

OFFER CESSATION RESOURCES

Tobacco cessation programs and nicotine replacement therapy medications should be promoted with the tobacco ban.

- › Start a cessation program on your campus or publicize existing community or statewide programs, such as **Quitline** at 1-800-QUIT-NOW.
- › Staff should be educated on the negative health effects of secondhand smoke, and identifying, referring and treating tobacco users.

BE SUPPORTIVE

Remember that tobacco use is an addiction.

- › In your communication with tobacco users, be non-threatening, caring and sympathetic, but also firm about abiding by the school's policy.

CELEBRATE SUCCESSES

Share successful cessation stories and lessons learned with your campus and community.

- › Utilize campus communication strategies to spread the word about progress made on your campus (i.e., newsletters, websites, listservs, campus newspaper, etc.).



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Step 9: COMPLIANCE AND SUSTAINABILITY

The goal of this step is to learn how to enforce your policy the best way possible and to sustain the effects of the new policy.

At this point, your tobacco-free campus policy should now be implemented. Although it is ideal for people to voluntarily comply with the new policy, other measures might need to be taken to increase compliance, such as additional signage or public enforcement.

Notify the campus population that they are responsible for self-enforcement of the new tobacco-free policy. This individual responsibility can simply involve a reminder to those who are using tobacco products on campus that they are out of compliance. Discuss with your campus administrators if violations to the policy can be handled similarly to other substance use policies.

One of the barriers to compliance might be a lack of information about the tobacco-free campus policy among the campus population. Your taskforce can develop a Frequently Asked Questions (FAQ) write-up. See below for examples of FAQ's pertaining to tobacco-free campus policies, as well as insights on how to best address these questions.



When is the implementation date for the policy?

Include the official implementation date for the tobacco-free campus policy.

What does the policy entail?

Briefly describe what the policy covers and what this means for the campus as a whole (i.e., all tobacco products are prohibited within campus boundaries and individuals are expected to comply with this when on school grounds).

Who does the policy apply to?

Clarify who will be affected by the policy. The tobacco-free campus policy should pertain to anyone within your campus boundaries, such as administrators, faculty, staff, students, visitors and contractors.

What products are prohibited by the policy?

Clearly delineate which products your policy prohibits within campus boundaries, including traditional cigarettes, cigars, smokeless tobacco, hookah, and/or e-cigarettes and other personal vaping devices.

What types of cessation services are available?

Some individuals may want to quit using tobacco products if they are no longer allowed to use them on campus. Provide information on cessation services either offered through your university or through outside organizations, such as the 1-800-QUIT-NOW quitline.

Who can I contact about the policy?

Provide contact information for either a member of the taskforce or a policy director who can answer any additional questions from members of the campus community.



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Step 10: EVALUATE THE IMPACT

The goal of this step is to collect data to evaluate the implementation processes and outcomes of the tobacco-free campus policy.

Once the policy is implemented, it is important to conduct an evaluation. There are two critical purposes of policy evaluation: (1) to assess and improve the quality of the implementation process and (2) to determine policy effectiveness. Evaluations must be planned in Phase One, prior to implementing the policy.

Process evaluation should focus on the quality of the policy implementation process and inform the taskforce about what could improve policy implementation. Process evaluation runs through all three phases. From the results, you can identify successes, challenges, and adjustments that may be needed to ensure continual adherence to the policy. An example of process evaluation is to develop a system to count the number of participants involved or the number of items you give away at each activity, such as posters distributed at promotional events.

Outcome evaluation assesses the effectiveness of the policy and to what extent the goals of the policy are being met. Data should be collected and analyzed pre- and post-policy implementation to reveal changes on campus that may have occurred as a result of the policy. (See table on next page for key outcomes to assess.)



Evaluation Tools

MD Anderson's toolkit includes a list of resources to assist you with conducting an evaluation on your campus⁸. The following surveys can also be conducted before and after policy implementation:

Baseline Campus Tobacco-Free Policy Assessment: College Student Health Survey

www.bhs.umn.edu/surveys/survey-questionnaires/Baseline_Tobacco_Policy_Assessment.pdf

BACCHUS Tobacco Use and Attitude Survey

www.wrandyrice.com/resources/rpt_all_main_v2.pdf

Key Outcomes to Assess

- › Compare campus health clinic data on tobacco use before and after policy implementation
- › Compare surveys of tobacco use, beliefs and perceptions before and after policy implementation
- › Assess the areas where tobacco litter and cigarette butts are known to be located, and compare the locations and amount of cigarette litter and butts before and after policy implementation
- › Evaluate the utilization level of available cessation services
- › Conduct post-implementation surveys to determine the level of awareness of the new policy



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Appendix 1: TOBACCO FACTS FOR COLLEGE STUDENTS

TOBACCO USE AMONG COLLEGE STUDENTS

Approximately 1 in 3 college students report using some type of tobacco product in the past 30 days.¹⁰ Up to 83% of college students reported exposure to second-hand smoke in the past 7 days.¹¹ Most college students who currently use traditional cigarettes are reportedly light or intermittent smokers (i.e. non-daily smokers who occasionally use tobacco in social settings, such as at parties).^{10,12}

Recent studies indicate that college-age adults are more likely than older adults to have heard about or used alternative tobacco products. One study reported that 62%, 20%, and 64% of college-age adults had heard of snus, dissolvables, and flavored little cigars, respectively, and that college-age adults have the highest rates of awareness and use of these products.¹³ Other research shows that the prevalence of snus use is 12% among young adults, which is nine times higher than among older adults.¹⁴

College students tend to overestimate the prevalence of tobacco use among their peers.¹⁵ Based on this overestimation, many college students accept tobacco use as the social norm on their campus, which may contribute to their initiation or continued use of tobacco products. National data from 2014 showed that about 12% of college students reported using cigarettes, 8.6% reported using hookah, 5.6% reported using cigars/little cigars/clove cigarettes, and 5.2% reported using smokeless



tobacco at least once in the past month. However, data from the same survey also indicated that the perceived rates of peer use at the same point were 77%, 69%, 61%, 61.5%, respectively.¹⁵

HEALTH CONSEQUENCES OF TOBACCO USE

College smokers tend to perceive themselves as invulnerable to the adverse consequences of smoking, especially when they only use tobacco products intermittently.¹⁶ However, there is no risk-free level of tobacco smoke or secondhand smoke.¹⁷ In addition, even very low levels of cigarette consumption have been associated with an increased risk of cardiovascular and pulmonary diseases.¹⁸⁻¹⁹ In addition, a very low level of cigarette consumption has been associated with increased risk of cancer, particularly lung cancer.²⁰

Alternative tobacco products have been marketed as having a lower health risk than traditional tobacco products and as a supporting strategy for quit attempts. However, these products are still harmful. Some alternative tobacco products are known to contribute to significant health problems. For example, use of smokeless tobacco has been linked to heart and gum diseases, as well as cancer.²¹ In a college population, the promotion of smokeless tobacco is associated with more alternative tobacco initiation by non-smokers.²² Since alternative tobacco products are often marketed as an alternative to smoking, they may also contribute to dual tobacco use by current smokers.²³ Rather than encouraging quit attempts by current smokers, dual use of traditional and alternative tobacco products may instead escalate tobacco use, increase nicotine addiction and decreasing quit attempts among current smokers.²⁴

Despite the fact that the 2009 Family Smoking Prevention and Tobacco Control Act banned the addition of flavors to cigarettes (except menthol), all new and emerging cigarette alternative products, including e-cigarettes, hookah, moist snuff, and cigars, are available in a variety of flavors that are particularly appealing to young adults. Aside from causing tobacco initiation and addiction, flavorings in tobacco products may pose a threat to the respiratory health of college student users.²⁵

For more information, visit www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm.



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Appendix 2: BENEFITS OF TOBACCO- FREE CAMPUS POLICIES

SMOKE-FREE VS. TOBACCO-FREE POLICIES

A **smoke-free policy** is one that restricts the use of any tobacco or other plant product intended for inhalation in any manner. It restricts cigarettes, cigars, pipes, or any other lighted or heated tobacco product.

A **tobacco-free policy** is one that restricts the use of any tobacco product containing tobacco or nicotine (other than FDA approved cessation aids). This includes, but is not limited to, the following: cigarettes, cigars, pipes, snuff, chewing tobacco, dipping tobacco, bidis, snus, dissolvable tobacco products, electronic nicotine delivery systems (i.e. e-cigarettes), and other personal vaping devices.

A **100% tobacco-free policy** is one that restricts the use of any tobacco product containing tobacco or nicotine (other than Food and Drug Administration approved cessation aids) anywhere on the campus grounds and even at off-site campus events.

While smoke-free policies and tobacco-free policies share many similarities, they also exhibit a number of differences. Smoke-free policies limit the use of smoke-producing tobacco, such as cigarettes and cigars. The primary concern of a smoke-free policy is to reduce incidences of secondhand smoke. On the other hand, tobacco-free policies restrict the use of any tobacco product including, but not limited to, both smoke-producing tobacco and smokeless tobacco.



The primary concerns of a tobacco-free policy are to target innovative tobacco products and to improve the overall health of the campus population. Including all forms of tobacco products in a campus policy will send a clear message that the campus does not tolerate any form of tobacco use and will ideally impact the overall campus tobacco landscape.

A TOBACCO-FREE CAMPUS POLICY IS MORE BENEFICIAL

Faced with a decline in cigarette smoking and lost revenue, the tobacco industry has introduced new non-cigarette alternatives, such as snus and e-cigarettes, as well as innovative marketing campaigns and strategies that appeal to young adults. Campus tobacco policies should address relationships between college campuses and tobacco companies^{9,26} and include restrictions for industry marketing, promotion, and sales.²⁷ A 100% tobacco-free policy better meets the challenge from the tobacco industry in combatting tobacco use on campus.

Some major national or state research grants, such as funding from the Cancer Prevention and Research Institute of Texas (CPRIT), require the recipient institute to be tobacco-free. Many campuses have already expanded their smoke-free policy into a 100% tobacco-free policy to preserve research funding from multiple sources.

Tobacco-free policies can protect subgroups at higher risk for tobacco use, such as first-year students, lesbian, gay, bisexual and transgender (LGBT) individuals, art and theater students, ethnic minorities, college women, student athletes, and members of Greek-letter organizations.



PEERS
AGAINST
TOBACCO

Appendix 3: DATA COLLECTION: RECOMMENDED METHODS

SURVEYS

Surveys can help determine trends regarding the usage of tobacco products on campus, such as which subgroups of students use them, what kind of products they use, and where those products are often used on campus. Surveys can also help to assess people's beliefs and perceptions around tobacco use on campus, as well as their awareness of an implemented campus tobacco policy. Other dimensions surveys can assess include individuals' tobacco-related attitudes, knowledge, and level of 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 when developing an action plan and determining the locations where tobacco-free signage may be needed. You can contact The University of Texas at Austin Tobacco Research and Evaluation Team (www.uttobacco.org) for information on tools to perform an environmental scan.

KEY INFORMANT INTERVIEWS

Conduct interviews with influential individuals on campus who can provide important insights 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 levels of campus tobacco use and tobacco related visits/conditions.

“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 in order to determine where signage and enforcement efforts should 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 to facilitate understanding of beliefs, perceptions, and behaviors related to tobacco use on campus. This feedback may also provide information 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 non-written) of your institution that relate to tobacco use. Also assess any previous campus tobacco prevention efforts and their resulting successes, challenges/barriers, and outcomes.

PUBLIC DATA

Find existing tobacco use data from outside organizations:

Substance Abuse and Mental Health Services Administration National Survey on Drug Use and Health (NSDUH)

Monitoring the Future (MTF)

National Health Interview Survey (NHIS)

National Longitudinal Study of Adolescent Health (Add Health)

National College Health Association Survey (ACHA-NCHA)

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ONLINE RESOURCES

Americans for Nonsmokers' Rights (ANR)

no-smoke.org

American Lung Association

www.lung.org/stop-smoking/tobacco-free-colleges-universities.html

BACCHUS Network

www.bacchusnetwork.org/tobacco.html

Campaign for Tobacco-Free Kids

www.tobaccofreekids.org

Centers for Disease Control (CDC)

www.cdc.gov/tobacco/data_statistics/fact_sheets/index.htm

Collegiate Smokeout 2013 Toolkit

www.bacchusnetwork.org/smokeout2013/index.html

Fresh Campus

myfreshcampus.com

Spark

www.lung.org/associations/states/wisconsin/events-programs/spark/

Tobacco Free College Campus Initiative (TFCCI)

tobaccofreecampus.org/resources#gen

TobaccoFreeU

www.tobaccofreeu.org

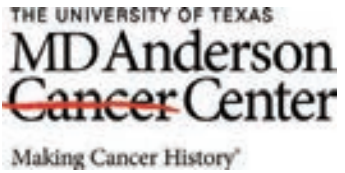
Peers Against Tobacco

peersagaintstobacco.org

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