



# Living and Learning Tobacco Free

## Creating a Tobacco Free Campus

**LEAD BY EXAMPLE.  
BE TOBACCO FREE.**

TOBACCO USE PREVENTION & CONTROL

Connecticut Department of Public Health  
Tobacco Use Prevention and Control Program

March 2014



For assistance with Tobacco Free Campuses contact:

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# CREATING A TOBACCO FREE CAMPUS

Over one third of people aged 18 to 24 attend college and one quarter attend a four-year college. Tobacco use is common among college students. Tobacco free campuses protect the health and safety of students, faculty, staff and visitors.

Tobacco use is the single most avoidable cause of death in our society. Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined. Thousands more die from other tobacco-related causes such as exposure to secondhand smoke, smokeless tobacco use and fires caused by smoking. No amount of exposure to tobacco smoke is safe.

Cigarette butts are the most frequently littered item. They do not bio-degrade, are costly for the school to clean-up, and negatively impact the aesthetics of the campus.

Creating comprehensive tobacco-free policies on campuses promotes a healthy school environment by protecting the entire school community from the harmful exposure to tobacco smoke, assisting people in quitting, and establishing community norms that tobacco use is not an acceptable behavior.

## A Comprehensive Tobacco-Free Campus:

- 1) Creates a tobacco-free normative environment
- 2) Restricts tobacco sales, advertising and promotion
- 3) Increases and enforces appropriate tobacco related rules and policies
- 4) Educates students about tobacco use
- 5) Offers tobacco use cessation programs

This guide will assist you in creating tobacco-free policies for your college or university campus. We encourage you to adapt these samples for your own campus environment.

# Tobacco Free Policies For Campuses Make Sense

## Here's Why:

### ***Secondhand smoke harms everyone.***

Exposure to secondhand smoke is the third leading cause of preventable death, killing 400 nonsmokers every year in Connecticut. There is no safe level of exposure to secondhand smoke.

### ***Secondhand smoke is harmful in outdoor settings.***

Secondhand smoke levels in outdoor places can reach levels as high as those found in indoor facilities where smoking is permitted. (see page 3)

### ***College students have high rates of tobacco use.***

Among the nearly 15 million college students in the US, approximately 1 in 3 use some form of tobacco.

### ***Tobacco free campuses are part of a national trend that has been taking place for several years.***

Colleges and universities throughout the United States are creating tobacco free campuses out of concern for the health of their students and staff. In addition to schools in Connecticut, schools in New York, Massachusetts, New Jersey, Maine, and Rhode Island have adopted tobacco-free policies for their campuses.

### ***Tobacco free policies help change social norms.***

Tobacco free policies establish the community norm that tobacco use is not an acceptable behavior. In tobacco free environments, administrators, faculty, staff, and other leaders become tobacco free role models that send a powerful message that tobacco use is not part of a healthy lifestyle.

### ***Tobacco free policies help break the connection between the school and the Tobacco Industry.***

For years the tobacco industry has sponsored and supported college events and entertainment, misleading young people's perception of tobacco use. The Industry often skews data from research performed at colleges and universities with tobacco company funding to create the illusion that their products are not harmful. Tobacco companies have a history of using a school's good name and reputation to better theirs, and to promote a product that is hazardous to everyone's health.

### ***Tobacco free policies reduce tobacco litter.***

Cigarette butts and tobacco-related items make up 38% of all litter, creating unattractive environments and costly clean up. With tobacco free policies, clean up costs decrease and campus aesthetics are enhanced.



## Banning Outdoor Smoking is **Scientifically Justifiable**

Failure to ban smoking in outdoor public venues may expose nonsmokers to levels of secondhand smoke (SHS) as high or higher than received in indoor spaces where smoking is unrestricted.

The reality of atmospheric dispersion of SHS in outdoor settings is this: individual cigarettes are **point source** of air pollution and, therefore, smoking in groups becomes an **area source**. Outdoor air pollutants from individual point sources are subject to plume rise if the temperature of the smoke plume is hotter than the surrounding air. However, if the plume has a small cross-section, as for a cigarette, it will rapidly cool and lose its upward momentum, and then will subside as the combustion particles and gases are heavier than air. Thus, in the case of no wind, the cigarette plume will rise to a certain height and then descend. In a case where a group of smokers are sitting in an outdoor area, on a patio or in stadium seats, their smoke will tend to saturate the local areas with SHS.

Where there is wind, the amount of thermally induced plume rise will be inversely proportional to the wind velocity— doubling the wind velocity will have the plume rise. In this case, the cigarette plume will resemble a cone tilted at an angle to the vertical. The width of the cone and its angle with the ground will depend upon the wind velocity: a higher wind will create a more horizontal cone, a smaller cone angle, and a higher concentration of SHS for down wind nonsmokers. If there are multiple cigarette sources, the down wind concentration will consist of multiple intersecting cones, that is, overlapping plumes. As the wind direction changes, SHS pollution will be spread in various directions, fumigating downwind nonsmokers.

**-James Repace**

*Secondhand Smoke Consultant*

*Repace Associates, Inc.*

*[www.repace.com](http://www.repace.com)*

In Summary:

**Smoking outdoors still creates a  
hazardous environment for all.**

## ACTION STEPS TO CREATING TOBACCO FREE CAMPUSES

### *Congratulations on your interest in making your campus tobacco free!*

The following steps will help to prepare you to carry out your policy initiative. These steps can be applied to any outdoor settings on the campus such as courtyards, entryways, parking lots, sidewalks, stadiums, sports fields, etc.

#### *Mobilize your Team*

##### **Step 1: Assess your Readiness**

1

Before you start, contact the CT Tobacco Use Prevention and Control Program to assess your school's readiness to work on this policy initiative. As part of this assessment, TUPAC will encourage you to build your team and involve as many partners as possible in this policy initiative, since a larger partnership will increase the likelihood of your success in getting a tobacco-free policy passed. Likely partners include students and student organizations, school personnel, residential life staff, health care/wellness staff, and campus security/safety. Also consider community health groups, local health departments, Local Prevention Council, American Cancer Society and American Lung Association volunteers/staff. Look for a diverse membership. (see *Creating Your Team*, page 16)

#### *Assess the College/University Community (Steps 2-4)*

##### **Step 2: Find out the Facts**

2

Work with your partners to find out some key facts that will help form your policy request. Use the "Campus Policy Scan" on page 17 to determine what the school's tobacco use policies are and what the policies cover. Is the policy a smoke free or tobacco free policy? Does it cover only the inside of buildings or does it include some or all of the grounds, school-owned vehicles? Are these policies followed or enforced? Who enforces the policy? Does the school, program or any group accept tobacco company funding? Is it allowable for tobacco products to be marketed and advertised on campus? Use the Environmental Tobacco Scan on page 18 to determine how and if tobacco is being used on campus. Where is tobacco being used on campus? What are the consequences of use in these places? (litter, exposure to smoke, etc.) Are signs and other implementation tools utilized to notify the school community about the policies. Are tobacco use cessation programs or resources promoted and/or available on campus? Are tobacco products sold and/or marketed on or near campus? Conduct interviews (one-on-one meetings) with people from different areas of campus life to gather more information about how tobacco impacts them. The interviews may also put light on who is the real decision maker to get the policy adopted.

##### **Step 3: Gauge Community Support**

3

You can conduct a survey of the students, faculty and staff to find out the tobacco use rate on campus, attitudes and beliefs regarding tobacco use, and the level of support for your policy request. See page 21 for a sample "Tobacco Survey." The survey can help identify any tobacco related problems on campus. You can use the results in promotion activities (see Step 5) and in planning your presentation to the School Administration or Governing Board (see Step 10) to demonstrate the school community's desire to have a tobacco-free campus.

##### **Step 4: Develop your Policy Request**

4

Once you've collected the information discussed in Steps 2 and 3, begin to formalize your policy request. A comprehensive policy request will help ensure that the decision makers are considering a

strong policy that will maximize the opportunity you have to change social norms about tobacco use and protect students, faculty, staff and visitors from tobacco smoke. Your policy request should include the rationale behind the request, areas you would like included, tobacco marketing, funding and research changes, and recommendations for enforcing the policy. Use the sample “Policy Request” on page 27 and “Model Tobacco Free Policy for Campuses” on page 28 to help you form the specific request. Creating an *Action Statement* often helps to succinctly provide a clear understanding of the problem and assists in focusing the policy request. See “Creating an Action Statement and Plan” on page 25 to help with this step.

## Build Policy Support (Steps 5-8)

### Step 5: Ask School Community Members to Support your Policy Request

5

Once you’ve developed your policy request, begin contacting potential supporters to back the request. Student organizations, school athletes, school officials, faculty, staff, students, parents, and local groups or organizations that use the school facilities are just a few groups and individuals you will want to contact. Be sure to talk with students and student organizations, faculty and staff from diverse backgrounds (racial/ethnic student groups, women’s organizations, an environmental group, Greek organizations, LGBT organizations, etc.) to add a broader perspective of the need for a policy. Include tobacco users as well. Use the resource materials in this guide to educate the community members about the importance of having tobacco free policies. Inform potential supporters about the issues and

#### Student advocacy activities to help build support for tobacco free campuses:

- Use the resource materials in this guide to educate students about the importance of having tobacco free policies on campus.
- Use petitions to gather support from students, faculty and staff. Create a petition, or use the “Commitment of Support” Form on page 32. Ask school community members to write letters to the decision makers in support of the policy request.
- Collect cigarette butts at areas on campus to use as evidence. During your formal policy request, present your findings to administration and explain the dangers of secondhand smoke and cigarette butts left as litter.

explain why this policy would benefit the school. Ask all supportive organizations and individuals to sign the “Commitment of Support Form” on page 32 to show their support for your policy request.

6

### Step 6: Utilize the Media to Advocate for your Policy Request

Media advocacy can be key to building community support for your policy request. If you have an existing relationship with a reporter or editor, meet with them to discuss the issue. This can include local community media and/or the school media. If you do not, find out who covers the health or community beat and set up a meeting with them (see page 33 for “Tips for Working with the Media”). Be sure to plan ahead and bring a few pertinent handouts and ideas for storylines. Use personal stories and do not lecture. If a reporter or editor does not have time to write an article, ask if you can submit an article about the harms of tobacco use and the benefits of a tobacco-free policy in college campuses. Give a face to the story.

You can also utilize the media by submitting letters to the editor of local and school newspapers to educate the public about the importance of having tobacco free campuses. Don’t forget about social media ( Facebook, Twitter etc.). Link your social media together. Think visually: use videos and



images for greater engagement. Keep social media engaging by creating one to two posts a day. Keep a united front on all of your sites.

### **Step 7: Find a Champion from Within**

7

While you are building support in the school community, begin building support with administration and the governing board. If you or other supporters already know a staff or board member, begin by conducting an informal discussion with that person about your policy request. Use the “Discussion and Presentation Outline: Discussing Tobacco Free Policies with Administration” on page 30 to help guide your conversation. If there are no existing relationships, then a good starting point is to contact alumni, health services or student life. Try to line up his or her support and get advice on how to best approach the issue. Find out who in Administration or on the board may be in support of this type of policy and how informed the board’s members are on the issues.

### **Step 8: Hold Informal Discussions with Decision Makers**

8

Before bringing your request to the board or council, try to meet individually with as many administrators and board members as you can. Bring along just one or two supporters to these meetings, including someone who knows the person you are meeting with, if possible. At your meetings, be as informal and educational as possible. Don’t try to box anyone in a corner. If you push decision makers to state their opinion at this stage, it will be more difficult later for them to change their position. Instead, explain what you are trying to do, why it is important, and how they can play a part in helping reduce tobacco use and tobacco smoke exposure at school. Describe tobacco prevention resources (posters, pledges, etc.) you can provide them for policy promotion and education. As in Step 7, refer to the “Discussion and Presentation Outline” on page 30. Describe the necessity of a comprehensive tobacco free policy by reviewing the “Model Tobacco-Free Policy for Campuses” (see page 28), and explain the requirements for receiving free signage through TUPAC (see page 41). Offer them help with policy development and implementation. Based on initial feedback from these meetings, determine whether you can proceed with your policy request or if further education is needed.

## ***Assist with Policy Adoption (Steps 9-13)***

### **Step 9: Get on the Agenda**

9

If you are ready to proceed with your policy request, the next step is to get on the agenda for the board meeting. Contact your champion or the board chairperson to indicate your interest in making a formal request for a tobacco free policy at the board’s upcoming meeting. Determine when and where the meetings are held and how much time you will have at the meeting to make your request. Ask for the deadline to include materials in the meeting packets.

### **Step 10: Plan your Presentation**

10

Determine who will be speaking on behalf of your group when you make your policy request. A short testimonial from a student, faculty member, concerned parent, or other supportive community organizations will help demonstrate that tobacco use is a concern that stretches across society, affecting people of all ages. See the “Discussion and Presentation Outline” on page 30 for talking points. Anticipate questions relating to the necessity of the policy and how the policy will be enforced. See page 34, “Frequently Asked Questions,” for tips to help you address policy arguments that may be mentioned at the meeting.

### **Step 11: Make the Presentation Count**

11

At the meeting, have a broad cross section of people, including youth, faculty, staff, parents, local community members, and supportive organizations in attendance during the presentation. Introduce the groups in attendance and present the list of groups that have signed the “Commitment of Support” Form (found on page 32) to show support for this policy. Present the information as your group planned in Step 10. Anticipate arguments and questions that might be asked during the presentation and be ready to respond.

### **Step 12: Assist in Policy Development**

12

After your presentation, the board may decide to further study the issue to determine what types of options should be included in their policy. If this is the case, provide them with any requested information or materials so that you can continue the momentum. Ask to be involved in any sub-committee or staff work group that is formed to develop a draft policy. During this time, provide technical assistance and guidance to help ensure the adoption of a strong policy. This will help decision makers avoid pitfalls that could lead to a weak policy (e.g. a policy that only discourages and does not prohibit tobacco use). Remind the committee of the policy components required in order to receive free signage. See page 41 for details on these requirements.

### **Step 13: Continue Building Support**

13

While the decision makers are developing a draft policy, continue recruiting supporters to help secure the policy’s adoption when it is brought back to a board meeting for consideration. During this time you can encourage school and local community members to send a letter expressing their support for the policy request. Refer to the information in Step 6 on media advocacy and continue those activities until a final decision about your policy request has been made.

## *Life after Policy Adoption (Steps 14-15)*

### **Step 14: Assist with Policy Implementation**

14

Work with Administration after policy adoption to demonstrate your commitment to involving them in your efforts to reduce tobacco use and exposure to secondhand smoke. Start by publicly recognizing them for their efforts. Help them carry out their implementation and enforcement plan by assisting with signage, notification, and other strategies outlined in the policy. If your school is interested in the free signage available through the CT TUPAC, have them complete the order form found on page 41.

### **Step 15: Look for Opportunities to Promote the Tobacco-Free Message**

15

Look for school events (recruitment fairs, new student orientation, campus tours, sporting events, school activities, etc.) as opportunities to educate the community on the importance of having tobacco-free environments. Provide student groups, administration, student life, etc. with materials so they can explain the policy to students, faculty, staff and visitors to help them better understand why there are policies in place. By offering information and other resources you can also help the school reinforce the tobacco free message.



# Resources

# TOBACCO FREE VS. SMOKE FREE

## Policy Description

**Smoke Free Policy**– no smoking is allowed in the area. Smoking is defined as the use of cigarettes, pipes, cigars and other devices that produce smoke or vapor. The policy should also include electronic cigarettes and water pipes. The main idea of this type of policy is to eliminate second and third hand smoke exposure.

**Tobacco Free Policy**– no form of tobacco use is allowed in the area. This includes cigarettes, pipes, cigars, smokeless tobacco and nicotine delivery systems not approved by the Federal Food and Drug Administration to assist with tobacco cessation. The sale, marketing and free distribution of tobacco products are prohibited on campus and at school sponsored events. The school and student groups are prohibited from accepting funding, advertising and/or gifts from tobacco companies. The main idea of this type of policy is to promote the health and well-being of the school community as well as to assist in the reduction of tobacco use initiation by students.

## Benefits of Tobacco Free Policies

- Tobacco free policies are concerned with the health of everyone including the tobacco users.
- Tobacco free policies help reduce all tobacco waste (butts, wrappers, spit residue, spit containers etc.) on the ground and area improving the aesthetics of the campus.
- Tobacco free policies eliminate the confusion of students, faculty, staff, and visitors about what is and is not allowed to be used.
- With smoke free only policies, students may perceive that other forms of tobacco use are acceptable, which can inadvertently lead to an increase in smokeless tobacco use.
- Tobacco free policies assist in changing social norms by sending a message that all tobacco products are unsafe and not part of a healthy and active lifestyle.
- Many Connecticut K-12 grade schools are already tobacco free. Students are used to this type of policy.
- Tobacco free policies provide true role models for young people.
- Tobacco free policies prevent the Tobacco Industry from using the College/ University's good name and reputation as a way to increase their own reputation and promote a product that is hazardous to everyone's health.

# TOBACCO SMOKE FACTS

**Breathing in tobacco smoke is dangerous. There is no safe level of exposure.**

- Secondhand smoke is the smoke that is exhaled from smoker's lungs, the smoke that comes off of the end of a cigarette, pipe or cigar and the smoke that lingers in the air. Thirdhand smoke refers to the toxins that settle on clothing, furniture, hair and other surfaces after the cigarette is smoked.
- Smoke from the end of a burning cigarette is unfiltered and contains twice as much tar and nicotine as the smoke that a smoker inhales through the filter.
- It is estimated that only 15% of cigarette smoke gets inhaled by the smoker. The remaining 85% lingers in the air for everyone to breathe.<sup>1</sup>
- Secondhand smoke contains over 7,000 chemicals, 70 of which are known to cause cancer.

## Ingredients in secondhand smoke include:

<b>Arsenic</b> (rat poison)	<b>Nicotine</b> (addictive drug and pesticide)
<b>Carbon Monoxide</b> (car exhaust)	<b>Toluene</b> (paint thinner)
<b>Cadmium</b> (chemical in batteries)	<b>Methanol</b> (rocket fuel)
<b>Mercury</b> (liquid metal)	<b>Butane</b> (lighter fluid)
<b>Vinyl chloride</b> (found in PVC pipe)	<b>Ammonia</b> (cleaner)
<b>Formaldehyde</b> (embalming fluid)	<b>Lead</b> (metal used in buildings)
<b>Hydrogen cyanide</b> (chemical weapon)	<b>Nickel</b> (metal in batteries)
<b>Acetone</b> (nail polish remover)	<b>Polonium</b> (radioactive element)

- Secondhand smoke is the third leading cause of preventable death. In Connecticut, 400 nonsmokers die each year due to exposure to tobacco smoke.<sup>2</sup>
- Exposure to secondhand smoke has immediate adverse effects on the cardiovascular system and can cause heart disease, respiratory and ear infections (especially in children), lung and other cancers, stroke, asthma, and many other illnesses and diseases.<sup>3,4,5</sup>
- One in five students has experienced some immediate health impact from exposure to tobacco smoke.<sup>6</sup>

## Electronic Cigarettes Vapor

- The health consequences of exposure to electronic cigarettes (e-cigarette) vapor are unknown.
- A study had determined that the exhaled aerosol (vapor) from an e-cigarette contained propylene glycol, ultrafine particles, nicotine, metals, and carcinogens (cancer causing chemicals) that were then added to the air.<sup>7</sup>

1. <http://community.becomeanex.org/pg/blog/read/1688520/secondhand-smoke-facts>

2. Tobacco Free Kids, [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

3. <http://www.cdc.gov/nccdphp/publications/factsheets/prevention/pdf/smoking.pdf>

4. U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

5. <http://psychcentral.com/news/2011/07/11/secondhand-smoke-linked-to-adhd-learning-disabilities/27651.html>

6. Sparks, M., Bell, R.A., Sparks, A., Sutfin, E.L. (2012). Creating a Healthier Campus: A Comprehensive Manual for Implementing Tobacco-Free Policies. Winston-Salem, NC: Wake Forest School of Medicine.

7. Monique Williams, University of California, Riverside, TRDRP Electronic Cigarette Webinar, October 2013

# TOBACCO USE AMONG COLLEGE STUDENTS

During the vulnerable time when youth are transitioning from high school and moving away from their parents to go to college, the military or out on their own, they are more likely to experiment with tobacco.

- ◆ Among the nearly 15 million college students in the US, approximately 1 in 3 use some form of tobacco.<sup>1</sup>
- ◆ Nearly 9 out of 10 smokers started smoking by the age of 18 and 99% start by age 26. If young people do not start using tobacco by age 26, they almost never will.<sup>2</sup>
- ◆ 45.7% of college students used a tobacco product in the last year.<sup>3</sup>
- ◆ Almost 40% of college students either began smoking (11%) or became regular smokers (28%) after starting college.<sup>4</sup>
- ◆ Students who smoke have higher rates of respiratory infections and asthma as well as a higher incidence of bacterial meningitis than nonsmokers.<sup>5</sup>
- ◆ It is estimated that 1.7 million college students will die of smoking-related illnesses, most prematurely. That is over 10% of current college students.<sup>6</sup>

College students who smoke are more likely to participate in other risky behaviors.

- ◆ 10% of young adults ages 21-25 are both tobacco and alcohol dependent.<sup>7</sup>
- ◆ Student tobacco users are more than 4 1/2 times likelier to smoke marijuana and over 3 1/2 times more likely to engage in high-risk drinking than nonsmokers.<sup>8</sup>
- ◆ Students who smoke are 50% more likely than nonsmokers to have had two or more sexual partners in the last 30 days.<sup>9</sup>

In Connecticut, while other age groups' tobacco use rates are decreasing, the rate for the 18-24 year old age group is increasing.

## Tobacco use in Connecticut College-Aged Youth<sup>10</sup>

Any Tobacco Use	22.6%
Cigarettes	17.7%
Electronic cigarettes	23.1%
Hookah (water pipes)	35.3%
Snus (smokeless tobacco)	12.9%

The **four most common reasons** cited by college students for using tobacco:<sup>11</sup>

- \* stress
- \* less supervision
- \* having more free time
- \* friends who smoke

# TOBACCO USE AMONG COLLEGE STUDENTS, CONTINUED

## Groups with Increased Risk of Tobacco Use<sup>12</sup>

### First-Year Students

With the transition away from home, more freedom, and a wish to fit in and make new friends, first-year students are at a high risk of beginning or increasing their tobacco use. Surveys have shown that smoking prevalence is higher among freshmen than in older students.

### Women

Some women use tobacco and smoking as a way to control their weight and may be less likely to try to quit due to concerns about weight gain. This may especially be true in majors where weight could be an issue. Women have also been targeted by tobacco industry marketing promoting thinness as a desired body image.

### Fraternity and Sorority Members

Members are at special risk due to the partying aspect linked with fraternities and sororities. A study has shown that members had a higher tobacco use rate than other students. Many “Greek” houses are located off campus and are often not restricted by campus tobacco policies. The tobacco industry sees these groups as an opportunity to sponsor parties and distribute their products, coupons and paraphernalia to entice these students to begin or continue using tobacco.

### Male Athletes

Surveys have confirmed there is a high rate of smokeless tobacco use among male college athletes. Although the National Collegiate Athletic Association (NCAA) policy bans the use of all tobacco products during practice and competition for both players and coaches, baseball and football players continue to have higher rates of smokeless tobacco use than other students.<sup>13,14</sup> Historically there has been a relationship between smokeless tobacco and these sports and students imitating the behavior of their sports role models. Although minor league baseball has now banned the use of smokeless tobacco during games and professional baseball players can no longer carry tobacco products during games, student athletes are still at risk for higher rates of use.

### Lesbian, Gay, Bisexual and Transgender (LGBT) Students

LGBT college students have higher tobacco use rates than their peers. In a recent national study on adolescent health, 45% of females and 35% of males who reported same-sex attraction or behavior smoked; compared to only 29% for the rest of the youth.<sup>15</sup> Several factors such as higher levels of social stress and direct targeting by the tobacco industry may be related to the higher rates of tobacco use.<sup>16</sup> Schools with resources for LGBT students such as LGBT alliances and organizations have lower smoking rates among LGBT students than schools without such resources.<sup>17</sup>

1. Sparks, M., Bell, R.A., Sparks, A., Sutfin, E.L. (2012). *Creating a Healthier Campus: A Comprehensive Manual for Implementing Tobacco-Free Policies*. Winston-Salem, NC: Wake Forest School of Medicine.

2. US Surgeon General, *A Report of the Surgeon General Preventing Tobacco Use Among Youth and Young Adults*, 2012

3. Tobacco Technical Assistance Consortium, *College Tobacco Prevention Resource* retrieved December 19, 2013 from [www.ttac.org/services/college/facts//alarm.html](http://www.ttac.org/services/college/facts//alarm.html)

4. Ibid.

5. Tobacco Technical Assistance Consortium, *College Tobacco Prevention Resource* retrieved January 23, 2014 from [www.ttac.org/services/college/facts//negative-effects.html](http://www.ttac.org/services/college/facts//negative-effects.html)

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8. Ibid.

9. Ibid.

10. CT BRFS 2012

11. Kopstein, A. (2001). *Tobacco Use in America: Findings from the 1999 National Household Survey on Drug Abuse* (Analytic Series: A-15, DHHS Publication No. SMA 02-3622). Rockville, MD: Substance Abuse and Mental Health Services Administration, Office of Applied Studies.

12. Tobacco Technical Assistance Consortium, *College Tobacco Prevention Resource* retrieved December 19, 2013 from [www.ttac.org/services/college/facts//high-risk.html](http://www.ttac.org/services/college/facts//high-risk.html)

13. Walsh, M. M., Hilton, J. F., Ernster, V. L., Masouredis, C. M., & Grady, D. G. (1994). Prevalence, patterns, and correlates of spit tobacco use in a college athlete population. *Addictive Behaviors*, 19(4), 411–427.

14. National Collegiate Athletic Association (NCAA). (2006). *NCAA Study of Substance Use Habits of College Student-Athletes*. Indianapolis, IN.

15. National LGBT Tobacco Control Network, *cold hard facts*, retrieved December 20, 2013 from <http://www.lgbttobacco.org/truth.php>

16. Ryan H, Wortley P, Easton A, Pederson L, Greenwood G. Smoking among lesbians, gays, and bisexuals: a review of the literature. *American Journal of Preventive Medicine* 2001. 21(2): 142-149.

17. Sparks, M., Bell, R.A., Sparks, A., Sutfin, E.L. (2012). *Creating a Healthier Campus: A Comprehensive Manual for Implementing Tobacco-Free Policies*. Winston-Salem, NC: Wake Forest School of Medicine.



# TOBACCO LITTER FACTS

There are over 176,000,000 pounds of cigarette butts discarded in the U.S. each year. Cigarette butts are the most littered item on U.S. roadways, making up 38% of all littered items collected.

Cigarette butts are not biodegradable. Sunlight may eventually break down the filters into smaller pieces but they never fully disappear. The chemicals remain in the environment.

Every second, 142 cigarette butts are flicked out of a car window, thrown into the grass or stubbed out on sidewalks.

Improperly discarded cigarettes and other smoking materials start fires. More than 900 people in the United States die each year in fires started by cigarettes, and about 2,500 are injured. Nationally, annual human and property costs of fires caused by careless smoking total about \$6 billion.<sup>1</sup>

Cigarettes are poisonous when eaten by children, pets, and other animals leading to injury and death. Thousands of calls are made each year to American Poison Control Centers regarding children poisoned by ingesting cigarette butts.<sup>1</sup> Ingesting one to five cigarettes can cause death in dogs and cats.

Cleanup of tobacco litter from sidewalks, streets and recreational areas is costly. A San Francisco litter audit study found the cost for clean up of tobacco litter to be more than \$7 million annually. Taxpayers and local authorities bear the cost of cleaning.

Discarded butts and materials are washed into drains making their way into rivers and the ocean contaminating the water and killing wildlife. Those that are not washed into the waterways, contaminate the soil.

After posters were hung asking that butts not be thrown on the ground, the town of Woodbridge, CT found a reduction in cigarette litter of 55% and a 27% reduction at Hammonasset Beach Pavilion.

1. Tobacco Free Outdoors- [www.tobaccofreebt.org](http://www.tobaccofreebt.org)





# PRICE TAG FOR COLLEGES

***Tobacco use costs colleges and universities money.***

## **Financial pitfalls of not banning tobacco use<sup>1</sup>:**

- Increased Risk of Fires
- Increased Maintenance Costs
- Decreased Productivity and Increased Health Care Costs
- Lower Academic Achievement and College Appeal

***CURRENTLY, CONNECTICUT STATE LAW BANS SMOKING IN PUBLIC AND PRIVATE COLLEGE AND UNIVERSITY DORMITORIES BUT DOES NOT BAN SMOKING OR THE USE OF OTHER TYPES OF TOBACCO ON CAMPUS.***

## **Fire Risk**

Smoking increases the risk of fires on campus and in campus buildings. Smoking is one of the top causes of fires in college student housing. In one year, there were almost 1,400 structure fires in college dormitories and Greek housing costing the affected schools \$5.9 million in property damage.<sup>2</sup>

Smoking is the second leading cause of fire injuries on college campuses (cooking being the first). Cigarettes cause approximately 1 out of 4 fires and these fires kill 700-900 people every year.<sup>3</sup> Fires ignited by smoking materials result in more fatalities than any other cause of fire. Nationally, annual human and property costs of fires caused by careless smoking total about \$6 billion.<sup>4</sup>

## **Maintenance, Cleanup and Repairs**

Cigarette butts are not biodegradable. Sunlight may eventually break down the filters into smaller pieces but they never fully disappear and the chemicals remain in the environment and leak into waterways. Cleanup of tobacco litter from sidewalks, entryways and grassy areas is costly. In addition to the cost of outside cleanup, schools spend a considerable amount of funds replacing carpeting, mattresses, and furniture that has been damaged, discolored and ruined by tobacco smoke and burns. Surveys have shown that businesses with smoke free restrictions have found lower maintenance costs and a 10% reduction in their cleaning expenses.<sup>5</sup>

## **Decreased Productivity and Increased Health Care Costs**

Tobacco use affects productivity and absenteeism, increases use of disability leave, and increases overall health care costs among employees.<sup>6</sup>

The average annual cost to employers for an employee who smokes is almost \$4,000 per smoker, or approximately \$1,300 more per year than the cost of a nonsmoker.<sup>7</sup> The increased cost for employees who smoke is due to increased absenteeism, higher cost of medical care, more lost earnings, higher insurance costs other than health costs, more time lost on the job and the cost of hiring temporary employees.<sup>8</sup>

Smokers are also absent 50% more often than nonsmokers.<sup>9</sup> In addition, the average smoking employee spends a total of 18 days a year on smoking breaks.<sup>10</sup>

Workplaces that allow smoking on the property also pay more for fire insurance.

Students who smoke become sick more often than nonsmokers. This increases the cost to campus health centers and clinics because smokers require more care.<sup>11</sup>



# PRICE TAG FOR COLLEGES, CONTINUED

## Lower Academic Achievement and College Appeal

Students who smoke have lower grade point averages (GPAs) than students who do not smoke. A study found that smokers are 27% less likely to have an above B average than nonsmokers.<sup>12</sup> In addition, students who smoked daily were found to have even lower grade point averages than high-risk drinkers.<sup>13</sup>

Lower individual performance among students effects the college's overall academic standing. At highly selective colleges, smoking prevalence has been found to be lower.<sup>14</sup>

Tobacco use can lower a school's reputation and may hinder the ability to increase student achievement and therefore attract top students. As tobacco free lifestyles become more normative and societal tolerance of tobacco use diminishes, potential students and their parents are finding tobacco free campuses more appealing. Colleges who create tobacco free environments on campus may find that top students are more likely to enroll in their school.<sup>15</sup>

## Lawsuits

The Occupational Safety and Health Administration (OSHA) requires that employers provide a safe working environment for employees. The Environmental Protection Agency (EPA) classifies secondhand smoke as a Class A carcinogen.<sup>16</sup> There is no safe level of exposure to secondhand smoke, therefore employers who do not make their workplace environment smoke free may be violating the OSHA regulation. This violation can make a lawsuit viable.

The Americans with Disabilities Act requires colleges to maintain accessible campuses to protect people with disabilities. Students, staff and faculty with asthma, tobacco-related allergies, chronic obstructive pulmonary disease (COPD) and cardiovascular disease are at risk from tobacco smoke exposure. Colleges that do not make reasonable accommodations to prevent secondhand smoke exposure may be found to have discriminated against those people who have these types of illness due to their disability.<sup>17</sup>

1. Tobacco Technical Assistance Consortium, College Tobacco Prevention Resources, *College Tobacco Facts*, retrieved December 3, 2013 at [www.ttac.org](http://www.ttac.org)
2. Ibid.
3. National Fire Protection Association, The Smoking-material Fire Problem report, July 2013
4. The Environmental Impact of Cigarette Butt Waste: Just the Facts fact sheet, [www.cigwaste.org](http://www.cigwaste.org)
5. Tobacco Technical Assistance Consortium, College Tobacco Prevention Resources, *College Tobacco Facts*, retrieved December 3, 2013 at [www.ttac.org](http://www.ttac.org)
6. <http://www.cdc.gov/workplacehealthpromotion/evaluation/topics/tobacco-use.html>
7. <http://www.mayoclinichealthsolutions.com/products/Tobacco-Quitline-Economic-Impact.cfm>
8. U.S. Department of Labor's Community Service Agency
9. <http://www.tcln.org/cessation/pdfs/1a.Insurance=rev%206-29-05web.pdf>
10. <http://www.cdc.gov/workplacehealthpromotion/evaluation/topics/tobacco-use.html>
11. Tobacco Technical Assistance Consortium, College Tobacco Prevention Resources, *College Tobacco Facts*, retrieved December 3, 2013 at [www.ttac.org](http://www.ttac.org)
12. Tobacco Technical Assistance Consortium, College Tobacco Prevention Resource retrieved January 23, 2014 from [www.ttac.org](http://www.ttac.org)
13. Ibid
14. Ibid
15. Tobacco Technical Assistance Consortium, College Tobacco Prevention Resources, *College Tobacco Facts*, retrieved December 3, 2013 at [www.ttac.org](http://www.ttac.org)
16. United States Environmental Protection Agency, [www.epa.gov/smokefre/pubs/etsfs.html](http://www.epa.gov/smokefre/pubs/etsfs.html)
17. Tobacco Technical Assistance Consortium, College Tobacco Prevention Resources, *College Tobacco Facts*, retrieved December 3, 2013 at [www.ttac.org](http://www.ttac.org)

# CREATING YOUR TEAM

Building a broad-based coalition to assess the potential issues of adopting tobacco free policies will also help you through each step of policy development and implementation. This team will help to develop a draft policy and roll out implementation which is critical to the success of the policy.

When assessing the goal and recruiting for your team, think about what you want to accomplish and how. Then think of the skills needed to make it happen. Build relationships with people who have these skills and people who can be an ally for your tobacco policies.

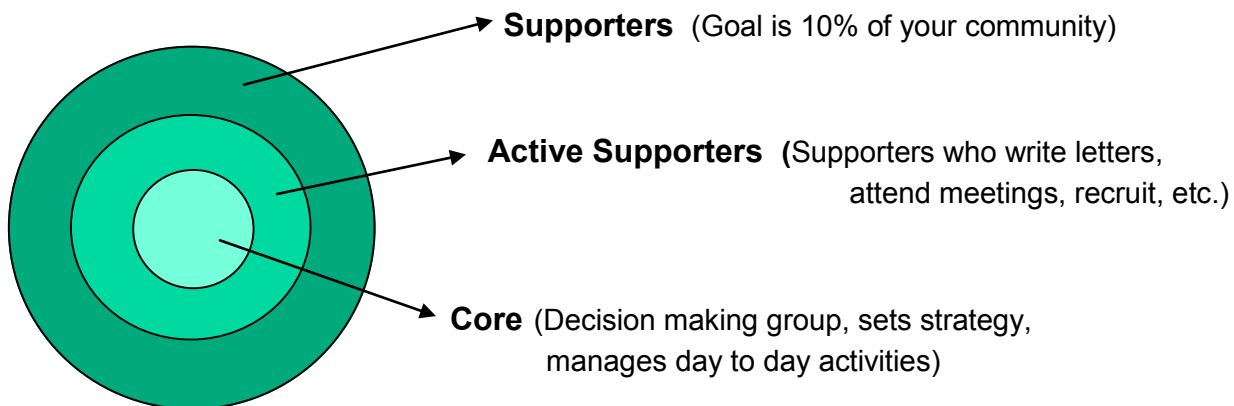
## Getting the Right People Involved

Have informal one-on-one discussion with many people from different areas of campus life. Listen to what is important to them, what their priorities and concerns are, what they like to do and what they want to accomplish in the next year or so. Asking questions about who they are is a better way of building a relationship than jumping right into a pitch about the coalition's plans. That can come later. Understanding what makes this person tick gives the coalition a better understanding of how this person can be an asset to the team.

Another benefit to the one-on-one meetings is that your team can get a broader perspective of how tobacco impacts the campus and community. Even if those interviewed do not become part of your active supporters or Core members (see graphic below) they may become a great supporter of your cause.

Examples of people to interview and include on the team are campus leaders, students, faculty, maintenance workers and groundskeepers, athletes and coaches, administration, health services and residential life staff, and security. The coalition/committee should reflect the diversity of the school community and include representatives of these different groups.

## Build a Meaningful Team



## Team Housekeeping

It is helpful to have regularly scheduled meetings for better participation. Assign specific tasks/steps for your active supporters which helps with engagement and keeps morale high. Do not forget to educate your team on the issues and the facts behind them.

# CAMPUS POLICY SCAN

Complete the following policy scan by reviewing the college's policies and procedures, either online or requesting them from the campus. It may also be necessary to contact the Student Affairs office to determine the answers to some of the questions below. Note if there are any additional policies on record or any other issues that may be relevant to tobacco policies or enforcement.

Campus: \_\_\_\_\_ Conducted by: \_\_\_\_\_ Date: \_\_\_\_\_

<b>Does your campus:</b>	<b>Yes</b>	<b>No</b>
Have a complete ban on smoking anywhere on campus?		
Have a complete ban on any tobacco use, including smokeless, e-cigarettes, hookah, etc. on campus?		
Clearly identify all tobacco-free areas with signs?		
Prohibit the use of tobacco products in the following areas:		
Gyms		
Buses, vans and other campus vehicles		
Meeting rooms, private offices		
Dining facilities		
Near building entrances		
Restrooms		
Stadiums/Coliseums		
Parking lots		
Outdoor stairs and corridors		
Campus bars and pubs		
Common areas such as quads and fields		
Residence halls		
Prohibit the use of tobacco products in all campus-owned residence buildings, including Greek houses.		
Provide services to help students, faculty and staff stop using tobacco?		
Prohibit faculty, staff and students from accepting funding, gifts, donations, or resources from tobacco companies?		

<b>Advertising Policies</b>	<b>Yes</b>	<b>No</b>
Prohibit the advertising of tobacco products anywhere on campus?		
Prohibit the sale of tobacco products on campus?		
Prohibit advertising of tobacco products in the school newspaper (s) on campus?		
Prohibit the sponsorship of campus events by tobacco companies?		
Prohibit tobacco companies from participating in school-sponsored job and career fairs?		
Prohibit investment in tobacco stocks?		

# CAMPUS ENVIRONMENTAL TOBACCO SCAN

Complete the following environmental scan by physically visiting the campus and checking the appropriate response to the questions. Keep in mind that the time of day (during/in between classes, lunch time, etc.) and weather can affect your findings. If needed, complete the scan more than once to gather more information. Use the notes space at the end of the scan to indicate other helpful information such as how many people are observed and whether they appear to be faculty, staff or students.

Campus: \_\_\_\_\_ Weather: \_\_\_\_\_

Conducted by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

## Where do you see smoking/tobacco use on campus?

Yes

No

	Yes	No
Near building entrances? If yes, which buildings?		
Academic buildings		
Administrative buildings		
Residence halls		
Library		
Bookstore		
Campus convenience store		
Student center		
Dining facilities		
In or around athletic facilities?		
On sidewalks, bus stops or other public areas?		
In parking lots?		
In designated smoking areas?		
Other:		

## Where do you smell smoking/tobacco on campus?

Yes

No

	Yes	No
Near building entrances? If yes, which buildings?		
Academic buildings		
Administrative buildings		
Residence halls		
Library		
Bookstore		
Campus convenience store		
Student center		
Dining facilities		
In or around athletic facilities?		
On sidewalks, bus stops or other public areas?		
In parking lots?		
In designated smoking areas?		
Other:		

# CAMPUS ENVIRONMENTAL TOBACCO SCAN, CONTINUED

## Ashtrays and tobacco related litter?

Yes

No

Are there ashtrays or receptacles on campus?		
Outside doors?		
Several feet from doors?		
In designated smoking areas?		
Are they full?		

## Where are cigarette butts/tobacco litter found?

Yes

No

Near building entrances? If yes, which buildings?		
Academic buildings		
Administrative buildings		
Residence halls		
Library		
Bookstore		
Campus convenience store		
Student center		
Dining facilities		
In or around athletic facilities?		
On sidewalks, bus stops or other public areas?		
In parking lots?		
In designated smoking areas?		
Other:		

## Enforcement Signs?

Yes

No

Are there "no smoking" or "no tobacco" signs on campus?		
Near building entrances? If yes, where are the signs located? List buildings and locations below		
Building location		
Are they visible?		
Are they in a good location?		
Building location		
Are they visible?		
Are they in a good location?		
Building location		
Are they visible?		
Are they in a good location?		
Building location		
Are they visible?		
Are they in a good location?		
Building location		
Are they visible?		
Are they in a good location?		

# CAMPUS ENVIRONMENTAL TOBACCO SCAN, CONTINUED

**Promotion and Marketing?**

**Yes**

**No**

Does the campus store (s) sell tobacco products?		
If yes, how many stores on campus sell tobacco? _____		
Do they visibly display "We Card" or other signs indicating they do not sell to people under age 18?		
Are there tobacco-related ads on display?		
Are cigarette paraphernalia for sale? (e.g., matches, lighters, etc.)		
Are there stores immediately adjacent to campus that sell tobacco?		
If yes, how many stores adjacent to campus sell tobacco? _____		
Do they visibly display "We Card" or other signs indicating they do not sell to people under age 18?		
Are there tobacco-related ads on display?		
Are cigarette paraphernalia for sale? (e.g., matches, lighters, etc.)		
Are there ads for tobacco products on campus?		
In the campus newspaper?		
Around athletic facilities?		
In other non-campus publications?		

**Cessation**

**Yes**

**No**

Are there tobacco cessation materials displayed on campus?		
In the student health center?		
In the student center?		
If yes list the locations below		

**NOTES:**

# TOBACCO SURVEY

Use this survey to collect important information from staff, faculty and students on your campus. Some questions may be more relevant for your campus than other so please pick the items you think are most applicable to the campus. Feel free to customize the survey as needed. A Microsoft Word version is available, contact the CT TUPAC at 860-509-8251 or DPHTobacco@ct.gov.

**Instruction to participants:** This survey is for faculty, staff and students of \_\_\_\_\_ college/university to help us determine the best tobacco policy for the campus. Your participation will be very helpful in determining priorities and therefore we greatly appreciate your participation. This survey is voluntary and anonymous.

The first few questions ask for some background information about you.

**1. At \_\_\_\_\_ college, are you currently a:**

- Full-time student
- Part-time student
- Full-time staff
- Part-time staff
- Full-time faculty
- Part-time faculty
- Other \_\_\_\_\_

**2. Do you reside:** (Choose best response)

- On-campus dormitories or housing
- Off-campus college housing
- Off-campus private housing
- Other \_\_\_\_\_

**3. Are you a member of:** (Choose as many as apply)

- Club
- Student government
- Sports team
- Academic society
- Fraternity/Sorority
- Other college organization



The following questions ask about secondhand tobacco smoke exposure.

**4. When I walk through campus, I am exposed to secondhand tobacco smoke:**

- Never     
  Rarely     
  Sometimes     
  Often     
  Always

**5. Is secondhand tobacco smoke on campus a concern/annoyance for you?**

- Yes, a concern/annoyance     
  No, not a concern/annoyance     
  No opinion

The following questions ask about your personal tobacco use.

**6. Have you ever tried any tobacco product, even one time (e.g., cigarette, cigar, hookah, pipe, smokeless, e-cigarettes, etc.)?**

- Yes (go to next question)     
  No (skip to question #8)

**7. During the past 30 days, on how many days did you use each of these tobacco products? (please choose one answer in each row)**

Number of days	0	1 or 2	3 to 5	6 to 9	10 to 19	20 to 29	All 30
Cigars, Cigarillos, Little Cigars							
Traditional Pipe							
Bidis, Kreteks (clove cigarettes)							
Waterpipe or Hookah							
Chewing Tobacco, Snuff, Dip							
Snus							
Dissolvable Tobacco (sticks, strips, orbs)							
E-cigarettes							

The next series of questions ask you about tobacco–use issues at your college.

**8. Please use the scale to assess the extent of smoking at the following locations:**

Extent of Smoking	No problem	Minor	Serious	Severe	No Opinion
Dormitories					
Classroom buildings					
Cafeterias					
Indoor recreational/exercise areas					
Student Center					
Entrances/Exits to/from buildings					
Outside on the campus					
Off-campus housing					
Parties, student hangouts					
On-campus events (i.e., concerts or athletic events)					

**9. Since the semester started, have you been at an event where tobacco companies offered free samples of tobacco products?**

Yes  No

**10. In the last 30 days, have you seen any advertising of tobacco products on campus?**

Yes  No

**11. Have you received emails from tobacco companies to your college email address?**

Yes  No

The next questions ask about cessation services available on campus.

**12. When you've gone to the campus health center for service, were you asked if you used tobacco?**

Yes  No  I've never gone to the campus health center for service (skip to #15)

**13. Were you advised to quit using tobacco?**

Yes  No  I don't use tobacco products (skip to #17)

**14. Were you referred to any services that might help you quit?**

Yes  No

**15. Have you ever participated in a program to help you quit using tobacco?**

Yes  No

**16. Would you use NRT (Nicotine Replacement Therapy), such as nicotine gum, patches or lozenges to help you quit if they were offered at no cost to you?**

Yes  No

**17. Does your college have special groups, classes or counselors to help students who want to quit using tobacco?**

Yes  No  Not sure

The following questions focus on your beliefs regarding a college tobacco use policy.

**18. Colleges have a responsibility to lessen the risk of tobacco addiction by adopting policies that discourage tobacco use.**

Strongly agree  Agree  Disagree  Strongly Disagree

**19. Colleges have a responsibility to adopt policies that ensure people have smoke-free air to breathe.**

Strongly agree  Agree  Disagree  Strongly Disagree

**20. Colleges should regulate tobacco use on campus.**

- Strongly agree       Agree       Disagree       Strongly Disagree

**21. Which type of college tobacco–use policy do you believe would be best for the college community? (choose only one)**

- Allows smoking outdoors on campus in all locations  
 Allows smoking outdoors at specific locations only  
 Prohibits smoking anywhere on campus at all times  
 Prohibits all tobacco use anywhere on campus at all times

**22. Colleges should not allow tobacco companies to promote tobacco use on campus through advertising, sponsorship of student events and/or financial support of student organizations.**

- Strongly agree       Agree       Disagree       Strongly Disagree

**23. Colleges should not allow faculty, staff or students to accept funding, donations, gifts or resources from tobacco companies.**

- Strongly agree       Agree       Disagree       Strongly Disagree

**24. Where do you like to socialize?**

- Places where no smoking is allowed indoors  
 Places where smoking is allowed indoors at some times or in some places  
 Places that allow people to smoke anywhere

The next questions address the current tobacco-use policy if one exists

**25. What is the current written policy on tobacco use at this college?**

- Prohibits only smoking inside buildings  
 Prohibits only smoking outdoors  
 Prohibits all tobacco use  
 No written tobacco-use policy  
 I do not know- SURVEY IS FINISHED

**26. To what extent do people comply with the policy?**

- Totally       Mostly       Somewhat       Not at all

**27. To what extent is the policy enforced?**

- Totally       Mostly       Somewhat       Not at all

**Thank you for your time. The survey is now complete.**

# CREATING AN ACTION STATEMENT AND PLAN

The key to getting an effective policy adopted is understanding the specific problem to be addressed and who the decision-making entity is that can adopt the policy. Creating a policy action statement and a plan is helpful for providing guidance and direction to reach your goal.

**Creating a Policy Action Statement** helps to succinctly provide a clear understanding of the problem to be addressed and assists in focusing the policy request. The statement can help remind the coalition of their original goal, especially if it is struggling to remember why they are doing the work, focus their efforts or target the right decision makers.

A **policy action statement** is a condensed (about 25 words) statement that:

- States the actual problem to be addressed (a brief description of the problem)
- States the policy solution (names the actual policy)
- States what the policy will do (briefly describes the impacts)
- States who will benefit from the policy (identifies who will be positively impacted)
- States the policy makers who can make it happen (the entity that adopts the policy)

## POLICY ACTION STATEMENT EXAMPLE:

YourUniversity decision makers will adopt and implement the model tobacco-free campus policy, reducing the negative impacts of tobacco on students, faculty, staff and visitors.

Once the policy action statement is developed, create the policy action plan.

**Creating the Policy Action Plan** allows the coalition to understand what has to be done, who will do it and by when. This plan helps to create accountability and motivation and allows the group members not to feel as if they are working in isolation or the only ones working towards implementation. The action plan ensures that the momentum of the coalition's goal continues to move forward to completion.

### The Action Plan includes:

**Action Steps**– A list of exactly what needs to be done. Make sure that every activity and event leads back to the policy goal. Ask the question “why?” to determine if this is true. If there is no logical connection between the activity or event to the goal, do not include it as an action step

**Responsible Party**– Each action step should have a member designated as the responsible party to complete the task. Try not to assign all of the tasks to the same two or three people. Spread the responsibility around and hold people accountable. Each step is interdependent. Without accountability, the goal cannot be achieved effectively. This is why it is important to have the right people on your team to help.

**Communication or Media Support**– The power of public opinion is one of the most valuable resources to use to your advantage to get the decision makers to adopt your policy. If the decision makers do not know about your issue and solution, they will not respond. Use communication and media to let them know what you want. Communicate to your team members about the progress, too; this will help to keep them motivated and engaged.

# ACTION STATEMENT AND PLAN...CONTINUED

**Resources Needed-** What do you need to complete the task and move on to the next one? Certain people, funding, materials to be developed?

**Timeframe-** Set the start time and the deadline for completing each action. Since actions are often independent, one action may not start until another is finished. Be realistic in your deadlines but do not let them hang on. Not meeting or achieving tasks can derail the whole process.

**Tracking Measures-** This allows the team to know when a task is completed or measures success. Track the progress and report back to the team periodically to let everyone know how the group is doing as a whole.

Action plans are a living document and should be treated as such. Revisions of the plan may be needed as the campaign unfolds and events occur that take the coalition in a different direction than originally planned. Change is often good and means the group is being flexible and adapting to the changing situation which increases the likelihood of a successful adoption of the policy.

## Action Plan:

Action Step	Responsible Party	Communications and Media Support Required	Resources Needed	Timeframe (start and end)	Tracking Measures
<b>Example:</b> 1. Conduct Assessment: Ensure sufficient data to establish a problem that a tobacco-free policy could address	<ul style="list-style-type: none"> <li>Coalition staff</li> <li>Coalition members with access to data that show the impact of tobacco use on campus</li> </ul>	<ul style="list-style-type: none"> <li>Do poll or story in student newspaper about issues associated with campus tobacco use</li> <li>Create social media site for students to comment on campus tobacco use</li> </ul>	<ul style="list-style-type: none"> <li>Membership willingness to collect data identified by coalition as important in making case for the policy</li> <li>Environmental scans and survey instruments</li> <li>Training on using data</li> </ul>	Months 1-3	Results shared with coalition
1.					
2.					
3.					
4.					
5.					



# Policy REQUEST

SAMPLE

*(Note: This request is designed for a complete comprehensive tobacco free policy. Customize according to your request and your school's cultural and political climate)*

As members of the YourUniversity community, we are asking the YourUniversity Board of Trustees/ Administration to adopt a tobacco-free policy for the school's campus(es) for the following reasons:

- Secondhand smoke is harmful in both indoor and outdoor settings. Exposure to secondhand smoke is the third leading cause of preventable death in the United States.
- Students, staff, faculty, and visitors to the campus should not be exposed to the deadly effects of secondhand smoke and cigarette butts that are often left behind.
- The YourUniversity has a responsibility to protect the health and safety of our school community's members while they are on campus, and adopting a tobacco-free policy is part of this responsibility.
- By having policies, we can ensure that faculty, staff and other role models do not use tobacco on campus, that tobacco marketing and advertising is not present and that school groups are not accepting gifts, funding or resources from tobacco companies, sending our students the message that tobacco use is an unhealthy behavior.

## **Proposed Tobacco-Free Areas**

In all YourUniversity Buildings  
In all YourUniversity Vehicles  
On the grounds of YourUniversity  
At any YourUniversity sponsored event  
On or in any property owned or leased by YourUniversity

## **Proposed Tobacco Free Advertising, Marketing, Research and Investment Policy**

- The distribution, sale, marketing and advertising of tobacco products, supplies or merchandise is prohibited on campus, in school publications, or at school sponsored events.
- Students, faculty and staff are prohibited from accepting gifts, donations, funding, sponsorships or resources from a tobacco company.
- Tobacco companies shall be prohibited from participating in school-sponsored job and career fairs.
- YourUniversity will not invest in tobacco companies.

## **Proposed Policy Enforcement Plan**

In order to most effectively educate the students, faculty and staff about this policy and ensure compliance, we suggest the following enforcement plan:

1. Appropriate signs shall be posted in the above specified areas as directed by Administration .
2. The school community will be notified about this policy (policy manual, newsletter, flyers and letters).
3. YourUniversity staff will make periodic observations of the campus grounds and buildings to monitor for compliance.
4. Any person found violating this policy may be subject to XXX and/or other disciplinary action.

# MODEL TOBACCO FREE POLICY FOR CAMPUSES

SAMPLE

*The following example is intended to help guide your school in drafting the language that best suits it's campus.*

## I. PURPOSE

The purpose of this policy is to promote better health, safety and welfare for all persons who enter [College or University] property.

Each year, approximately 440,000 people in the United States die prematurely of tobacco-related diseases. The Surgeon General has concluded that there is no risk-free level of tobacco smoke exposure, including secondhand smoke and smoke residue.

Exposure to tobacco smoke causes immediate damage to the body that can lead to serious illness or death. Studies have shown that the use of smokeless tobacco products, such as chewing tobacco, snuff and snus, also cause adverse health effects including oral cancers.

Restricting tobacco use throughout campus reduces these risks, supports a non-tobacco community norm and promotes the health and well-being of campus members and visitors. A campus-wide policy can also help reduce youth initiation to tobacco use, through positive modeling behavior.

In addition to promoting public health, a campus-wide tobacco-free policy is economically beneficial as well, especially if supported by an effective cessation policy. Benefits include reduced health care costs and absenteeism, increased productivity, and cost savings in grounds maintenance.

Therefore, this policy is designed to include all products that contain tobacco or that deliver nicotine in a manner that is not approved by the FDA for the treatment of nicotine addiction. Because there is no safe tobacco product, the most logical action is to promote a campus that is completely tobacco-free.

## II. DEFINITIONS

For purposes of this policy, the terms set forth below have the following meanings:

- *"Tobacco product"* means any product containing tobacco in any form.
- *"Unapproved nicotine delivery product"* means any product containing or delivering nicotine intended or expected for human consumption that has not been approved or otherwise certified for sale by the United States Food and Drug Administration (FDA) as a tobacco use cessation product. This listing can be found at: <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm198176.htm>.
- *"Vapor product"* means any device that is electric or battery-operated which heats liquid solution into a vapor and is inhaled by the user in a manner similar to smoking a cigarette, pipe, cigar, hookah etc.
- *"tobacco related"* applies to the use of a tobacco brand or corporate name, trademark, logo, symbol, or motto, selling message, recognizable pattern or colors, or any other indicia of product identical to or similar to, or identifiable with, those used for any brand of tobacco products or company which manufactures tobacco products.

## III. TOBACCO-FREE CAMPUS POLICY

The use of tobacco, vapor products and unapproved nicotine delivery products are prohibited on all property under the control of [College or University] at all times, including, but not limited to: buildings, grounds, entrances, sidewalks, parking lots, company vehicles whether or not that vehicle is on [College or University] property, private vehicles parked on [College or University] property.

No tobacco-related advertising or sponsorship shall be permitted on \_\_\_\_\_ [college or university] property, at \_\_\_\_\_ [college or university]-sponsored events, or in publications produced by the \_\_\_\_\_ [college or university].

# MODEL TOBACCO FREE POLICY FOR CAMPUSES...CONTINUED

SAMPLE

Students, faculty and staff are prohibited from accepting gifts, donations, funding, sponsorships or resources from a tobacco company.

Tobacco companies shall be prohibited from participating in \_\_\_\_\_[college or university] sponsored job and career fairs.

[College or University] shall not invest in tobacco companies.

This policy applies to all persons on [College or University] 's campus, regardless of their purpose for being there.

[Job Title] will establish a procedure for informing students, faculty, staff, visitors, contractors, etc. of the ban on the use of tobacco products, unapproved nicotine delivery products and associated paraphernalia in, or on the grounds of [College or University] .

## IV. PUBLICIZING AND ENFORCING THE POLICY

Copies of this policy shall be distributed to all students, faculty and staff. Announcements shall also be printed in campus newspapers to insure that everyone understands the policy. Signs prohibiting smoking and the use of tobacco products shall be posted at all points of entry to the \_\_\_\_\_ [college or university] campus and at all \_\_\_\_\_ [college or university] building entrances.

This policy is being announced \_\_\_\_\_months (*at least 3 recommended*) prior to its implementation in order to give smokers time to adapt to its restrictions and to facilitate a smooth transition to a tobacco-free environment. Tobacco use cessation resources shall be made available to assist and encourage individuals who wish to quit using tobacco.

Questions and problems regarding this policy should be handled through existing departmental administrative channels and administrative procedures. (*contact information added*)

The success of this policy will depend on the thoughtfulness, consideration, and cooperation of everyone. All students, faculty, and staff share in the responsibility for adhering to and enforcing this policy. Violations of the policy will be treated in accordance with general campus disciplinary procedures.

## IV. POLICY EFFECTIVE DATE

This policy is effective as of [Month] [Day], [Year].

---

Signature of Official

---

Date



# DISCUSSION AND PRESENTATION Outline:

## Discussing Tobacco-Free Policies with Administration

### Policy Request Representative

- Introduce yourself and the supporting groups in attendance.
- Explain the rate of tobacco use at your school, and distribute any pertinent information you may want to share. Quickly summarize how your group is working to reduce tobacco use and your desire to have a tobacco-free campus.
- State your policy request by explaining what you are asking them to consider, including the rationale for your request and the specific areas that are part of the policy request.
- Show a list of colleges and universities that have recently made their campuses tobacco free (specifically mention schools in your area).
- Explain that this recent trend is occurring for the following reasons:
  - \* Colleges and universities understand the important role they can play in reducing tobacco use (stress the health and welfare of the student, faculty and staff).
  - \* Policies for colleges and universities create consistency for students, since most school districts prohibit tobacco use on their property.
  - \* Policies for colleges and schools support local groups who use the school's facilities and promote healthy lifestyles.
  - \* Discarded cigarette butts cause litter, increase maintenance expenses, and detract from the aesthetics of the campus.
  - \* Policies can reduce the danger of fires on campus.
- Explain what a successful tobacco-free policy looks like:
  - \* A comprehensive policy prohibits students, faculty, staff and visitors from using all forms of tobacco.
  - \* The policy outlines the campus and the areas that are included, as well as a strong notification and policy enforcement plan.
- Share how your group can assist with policy development, awareness and implementation

### Concerned Faculty, Staff Member, and/or Parent

- Ask one or two community members or parents to follow the speakers above by giving a brief testimony on why they support the policy request. Suggest they describe a specific experience or concern they have related to tobacco use on campus.

### Supporting Student or Faculty Organization

- Ask one or two organizations or clubs to give a brief testimony for their support of the policy request, including a concern they have regarding tobacco use on campus.

### Policy Request Representative

- Finish the presentation by summarizing your group's desire for the school to protect the health and welfare of the school community by passing a tobacco-free policy for the campus.

# TALKING POINTS

*Talking points are used to keep spokespersons on track with the message they want to make. These points are used as material for speeches, interviews, flyers, media releases, etc. The talking points document, itself, is usually an internal document that is not released to the public.*

*Keep to about 4-5 points so that the message is concise and clear. What is your main point? Make that answer the first talking point. A talking point should only consist of one sentence. Avoid talking points that look like a paragraph. Too much in one talking point causes confusion and the actual message that you want to make gets lost.*

*Inform spokespeople of the points chosen. This ensures that your message is always consistent, no matter who is speaking.*

*This page contains a number of suggested talking points. There may be others you feel strongly about or may be better for your campus. Decide on the points that are important to you and stick to those.*

## **Suggested Talking Points**

- The U.S. Surgeon General states that there is no safe level of tobacco smoke exposure.<sup>1</sup>
- Breathing in tobacco smoke is dangerous.
- Secondhand smoke is the third leading cause of preventable death in the United States.<sup>2</sup>
- 84% of Connecticut adult resident *do not* smoke.
- In Connecticut, 400 nonsmokers die each year due to exposure to tobacco smoke.<sup>3</sup>
- In Connecticut approximately 4,700 adults die of smoking related causes each year, which is about 13 deaths each day.
- A policy that prohibits tobacco use altogether is easy for everyone to understand.
- By adopting a tobacco-free policy, the university/college is reinforcing the message that tobacco use is an unhealthy behavior.
- Two thirds of students prefer to attend a tobacco free college.<sup>4</sup>
- 1 in 5 students have experienced some immediate health impact from exposure to secondhand smoke.<sup>5</sup>
- There is no evidence that enrollment has declined at any of the colleges and universities that have gone tobacco-free.<sup>6</sup>
- A tobacco-free policy for YourUniversity campus protects all students, faculty and staff from tobacco smoke, and all spaces from discarded cigarette butts.
- Discarded cigarette butts are a fire hazard and diminish the beauty of the campus.

1. US Surgeon General, <http://www.surgeongeneral.gov/library/reports/secondhandsmoke/factsheet7.html>

2. Glantz, S.A. Parmely, W., "Passive Smoking and Heart Disease: Epidemiology, Physiology, and Biochemistry," *Circulation*, 1991; 83(1):1-12;

3. Tobacco Free Kids, [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

4. [www.Smokefreeorgon.com](http://www.Smokefreeorgon.com)

5. Sparks, M., Bell, R.A., Sparks, A., Sutfin, E.L. (2012). *Creating a Healthier Campus: A Comprehensive Manual for Implementing Tobacco-Free Policies*. Winston-Salem, NC: Wake Forest School of Medicine.

6. [www.Smokefreeorgon.com](http://www.Smokefreeorgon.com)

# COMMITMENT OF SUPPORT

## For a Tobacco Free Campus

### WE SUPPORT TOBACCO-FREE POLICIES AT (YOURUNIVERSTIY) FOR THE FOLLOWING REASONS:

- Tobacco use in proximity to people is detrimental to their health.
- YourUniversity has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco free campus policy.
- Faculty and staff are role models for students and can have a positive effect on the lifestyle choices they make.
- Cigarettes, once consumed, are often discarded on the ground requiring additional maintenance expenses, diminishing the beauty of our community, and posing a risk to wildlife due to ingestion.
- Prohibiting tobacco use at YourUniversity serves to protect the health, safety and welfare of the students, faculty, staff and visitors.

Name/Org. \_\_\_\_\_

Name/Org. \_\_\_\_\_

Phone/Email \_\_\_\_\_

Phone/Email \_\_\_\_\_

Name/Org. \_\_\_\_\_

Name/Org. \_\_\_\_\_

Phone/Email \_\_\_\_\_

Phone/Email \_\_\_\_\_

Name/Org. \_\_\_\_\_

Name/Org. \_\_\_\_\_

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Name/Org. \_\_\_\_\_

Name/Org. \_\_\_\_\_

Phone/Email \_\_\_\_\_

Phone/Email \_\_\_\_\_

# TIPS

## for Working with the Media

**1** Don't raise issues with the media until you have determined what your policy request will look like. If you don't have a specific answer when a reporter asks how the secondhand smoke problem should be solved, you are not ready to be talking to a reporter.

**2** Designate a key media spokesperson. Limiting who can speak to the media allows one person to become polished in this area, and your group's key messages are more likely to be included in the news story. Make sure other members of the organization are aware of this policy.

**3** When a reporter calls for an interview, always ask for the reporter's deadline.

**4** Give the media only the facts you are comfortable sharing. Prepare a page of talking points you can use in the interview and leave with the reporter (see the "Discussion and Presentation Outline" on page 30).

**5** Anticipate questions and formulate succinct answers to them. Possible questions might be: Why is this issue important? How can this problem be solved?

**6** Never go "off the record," and never lie. If you make a mistake in an interview, correct yourself. If you don't know the answer to a question, admit it, offer to check on it and call them back.

**7** Don't let the media hurry you. A timely answer is important, but you do not have to answer on the spot. Instead, set a deadline to get back to the reporter, take time to gather the information you need, and then respond.

**8** Use personal stories as examples, but be careful to help reporters tell stories that have a human face but that also note the relevant history and context of the article.

**9** Recognize that you cannot control what reporters write, but only what you say to them. Be sure to give them only what you want to see in print.

# FREQUENTLY ASKED QUESTIONS

## **Does having a tobacco-free policy cause a decrease in enrollment?**

Two-thirds of students would prefer to attend a tobacco-free college.<sup>1</sup> There is no evidence that enrollment has declined at any of the colleges and universities in the U.S. that have gone tobacco-free.<sup>2</sup> Some schools have experienced an increase in enrollment since implementing their policies.<sup>3</sup>

## **How do we enforce tobacco-free policies?**

Posting signs and publicizing policies are the best methods to assist with enforcement. Signs allow people to self-enforce and empower others to remind violators of the policy. Many tobacco users look for signs.

There should be a mechanism in the policy that creates accountability and consequence for failure to comply and a responsible entity to oversee enforcement, such as campus security, resident advisors, etc. Complaints and non-compliance should be handled in the same manner as other types of campus policy violations such as noise complaints and alcohol use.

Other college/universities have used peer enforcement and enforcement officers who oversee compliance, review enforcement procedures and serve as the judicial board for people found violating the policy.<sup>4</sup>

## **Most of our students are of legal age to use tobacco, why should we take away that right?**

Tobacco-free policies are not stating that a person can not use tobacco ...just that they can not use tobacco while they are on the property. The college/university is the owner of the campus property and has the authority to regulate how the property is used. Campus alcohol and firearm policies also regulate the use of legal products for the protection of the larger campus community. Smoking not only harms the users but also those around them. Campus tobacco use policies promote the campus as a safe place to live, study and work.

## **Tobacco use only hurts the person using it. Why should we worry about it?**

Tobacco is not a product of choice, it is a product of addiction that can jeopardize the quality of life for future college graduates, staff and faculty.

Secondhand smoke is a Group A carcinogen which means it causes cancer. There is no safe amount of exposure to secondhand smoke. Even outdoors, people are at risk of secondhand smoke exposure when near burning cigarettes and from exhaled tobacco smoke.

Improperly discarded or careless use of cigarettes and other tobacco products can cause significant fire risk, higher maintenance and clean up costs and unappealing campus grounds.

## **Why is it important not to take research funding from Tobacco Companies?**

Tobacco companies often skew data from research performed at Colleges and Universities with tobacco company funding in order to create the illusion that their products are not harmful. Tobacco companies will fund projects or research to make them look as if they are concerned with the betterment of society. They also have a history of using a school's good name and reputation to better theirs, and to promote a product that is hazardous to everyone's health.

<sup>1</sup> [www.Smokefreeorgon.com](http://www.Smokefreeorgon.com)

<sup>2</sup>. Sparks, M., Bell, R.A., Sparks, A., Sutfin, E.L. (2012). Creating a Healthier Campus: A Comprehensive Manual for Implementing Tobacco-Free Policies. Winston-Salem, NC: Wake Forest School of Medicine.

<sup>3</sup>. [www.Smokefreeorgon.com](http://www.Smokefreeorgon.com)

# ENFORCING AND PUBLICIZING YOUR POLICY

*A well-publicized policy informs everyone about the reasons why the policy has been adopted and helps enforce the policy by reducing violations.*

## POST SIGNS

The most important way to publicize your tobacco free policy is by posting signs. Signs inform students, faculty, staff and visitors of the policy and can empower others to say something if a violation occurs.

Suggested places for posting the signs are:

- \* At all campus entry points
- \* Common areas
- \* Parking lot entrances
- \* Building entrances
- \* Fencing around athletic fields

Establish a place where someone can make a complaint.

## LET THE CAMPUS COMMUNITY KNOW ABOUT THE POLICY

In addition to posting signs, there are a variety of methods that can be used to educate the community about the new tobacco-free policy:

- Staff notification handouts of the new policy and procedures for handling violations. *(sample, page 43)*
- Use small notification cards explaining the policy distributed by staff to violators. *(sample cards, page 44)*
- Articles in the campus newspaper and department and parent newsletters.
- Notification letter sent to all student organizations.
- Message in school brochures, catalogs, and announcements.
- Policy statements that are distributed to students and parents. *(sample notification letter, page 45)*
- Other fact sheets or educational articles about tobacco and secondhand smoke distributed at meetings, in mailings, or through newsletters.
- Postings on the school's websites and messages on school-wide email system.
- Public address announcements at events, or public service announcements on school/local radio stations or public access cable channels.
- Kick-off celebration or community event with tobacco-free pledges, activities, etc.

## Social smokers smoke... but not every day.



*“I only smoke when I am with friends, on the weekend or when I go out.”*

Social smoking is smoking often but not every day. Social smokers may smoke a few cigarettes, cigars or hookah one night but then not smoke again for a couple of days or even weeks. Social smokers often smoke when in a social setting.

## Social smoking is still smoking.



*“I’m not a smoker. I only smoke sometimes.”*

Social smokers are smokers. There is no safe amount of tobacco use. Often social smoking leads to smoking more regularly. Many long-term smokers started out as social smokers.

## Social smoking is addictive.



*“I don’t need to smoke, I like to and I can stop anytime.”*

People who only smoke socially can become addicted to the nicotine in tobacco. Even smoking a few times can allow this addiction to set in. The longer you are a social smoker, the harder it is to stop. Many social smokers go on to continue using tobacco for years.

## Social smoking has risks.



*“I only smoke sometimes, I’ll be fine.”*

Any type of smoking increases your risk of health problems. Social smokers are more likely to get bronchitis, have shortness of breath, cough or have asthma attacks than non-smokers. Studies have linked social smoking to heart disease, lung and other cancers, respiratory tract infections and a lower quality of life.<sup>1</sup> Social smokers are also often with other smokers, exposing themselves to dangerous secondhand smoke. Besides causing bad breath, yellow teeth and clothes that smell, the chemicals in tobacco and tobacco smoke affects every part of the body.

Using any amount of tobacco can lead to disease and premature death.



Choose not to start using tobacco. If you already do, contact student health services or the Connecticut Quitline at **1-800-QUIT NOW** or [www.quitnow.net/connecticut](http://www.quitnow.net/connecticut) for free help with quitting.



1. Rebecca E. Schane, MD, Pamela M. Ling, MD, MPH, and Stanton A. Glantz, PhD, Health Effects of Light and Intermittent Smoking: A Review, 2010

There is no “safer” form of tobacco. All tobacco use has risks.

## CIGARS, CIGARILLOS, LITTLE CIGARS

*“I only smoke little cigars and I don’t always inhale.”*

**Any type of cigar smoking has risk.** Cigars contain pipe tobacco, are wrapped in tobacco leaves and come in different sizes. Cigars contain higher levels of nicotine than cigarettes. If you inhale, the nicotine is absorbed through the lungs as quickly as it is with cigarettes. If you do not inhale, the nicotine is absorbed through the lining of the mouth.



Source: Wake Forest Baptist Health

Cigar smoking is linked to cancers of the mouth, lips, tongue, throat, larynx, lung, pancreas and bladder cancer. Cigar smoking can cause gum disease, where the gums shrink away from the teeth and your teeth can actually fall out. Cigar smoking is also linked to erectile dysfunction in men.

Cigars are not a safer alternative nor are they less addictive than cigarettes.

## HOOKAH

*“I smoke hookah because the water filters the toxins out”*



**Hookah smoking is no safer than other forms of tobacco use.** Hookah is a pipe used to smoke Shisha, a combination of tobacco and fruit or vegetable that is heated and the smoke is filtrated through water. A typical one-hour session of hookah smoking exposes you to 100 to 200 times the volume of smoke inhaled from a single cigarette. Even after passing through water, tobacco smoke still contains high levels of toxic compounds, including carbon monoxide, heavy metals and cancer-causing chemicals (carcinogens).

The water does not make it safer. Hookah smoking also delivers significant levels of nicotine — the addictive substance in tobacco.

Hookah smoking has been associated with lung, mouth and other cancers, heart disease and respiratory infections. The substances used to heat the tobacco (usually charcoal) also produce carbon monoxide, heavy metals and cancer causing chemicals, creating their own health hazards. In addition, sharing the mouthpiece of the Hookah can cause mouth and other infections including herpes, tuberculosis and hepatitis.

## ELECTRONIC CIGARETTES (E-CIGARETTES)

*“I use e-cigarettes; they don’t have all the chemicals that cigarettes have and I can smoke anywhere.”*



**There is no scientific evidence that electronic cigarettes are safer than other forms of tobacco.** Electronic cigarettes or e-cigarettes are battery-operated and contain cartridges filled with nicotine, flavoring and other chemicals. These “other chemicals” include cancer-causing carcinogens and toxic chemicals such as diethylene glycol, an ingredient used in antifreeze.

E-cigarettes often look like a traditional cigarette and are either reusable or disposable. There are also e-pipes, e-cigars and e-hookahs. When someone inhales from the end of the e-cigarette, a battery-operated vaporizer heats liquid solution into a vapor. This vapor contains chemicals including propylene glycol and glycerin, nicotine, metals, and cancer-causing carcinogens. Many businesses are banning the use of e-cigarettes in their establishments due to the unknown health hazards associated with the vapor.

Electronic cigarettes are not regulated by the federal government and have not been evaluated for safety. There has been no evidence concluding that using e-cigarettes is helpful in quitting tobacco.



## SMOKELESS TOBACCO

*"I use snus because you can't tell I have it in and it is less harmful than smoking."*

Smokeless tobacco has risks and is just as dangerous as other types of tobacco products. Smokeless tobacco comes in many different forms. **Chewing tobacco** (put between gum and cheek), **snuff** (dried and sniffed), **dip** (moist tobacco used like chewing tobacco), **snus** (pronounced snoose, a tea-bag like packet of moist snuff that is put between the upper cheek gum) and **dissolvable products**, including lozenges, orbs, sticks, and strips. Snus, orbs, sticks and strips are all newer products that do not require spitting, so they can be used discreetly. All smokeless tobacco products contain nicotine and are addictive.



There are at least 28 chemicals in smokeless tobacco that cause cancers, including throat, mouth and pancreatic cancer. Smokeless tobacco users have an 80% higher risk of developing oral cancer than non-users, and these cancers can form within five years of regular use.

Using smokeless tobacco increases your heart rate and blood pressure within a few minutes, placing extra stress on your heart. Smokeless tobacco also causes gums to shrink, exposing the root of the tooth and increasing the risk of tooth decay, tooth loss, and gum disease.

Using smokeless tobacco is not a safe substitute for smoking cigarettes and is not proven to help you quit smoking.

## BIDIS AND KRETEKS

*"I smoke clove cigarettes because they are all natural."*

**Natural does not make it safer.** Bidis (pronounced "bee-dees") are small, thin hand-rolled cigarettes imported to the United States primarily from India and other Southeast Asian countries. They consist of tobacco wrapped in a tendu or temburni leaf (plants native to Asia), and may be secured with a colorful string at one or both ends. Kreteks (pronounced "cree-techs") are sometimes referred to as clove cigarettes. Kreteks are imported from Indonesia, and typically contain a mixture consisting of tobacco, cloves, and other additives.



Bidis and kreteks have more nicotine, carbon monoxide, and tar than regular cigarettes. Bidi and Kretek smoking is associated with an increased risk for oral, lung, stomach, and throat cancers and an increased risk for coronary heart disease and heart attacks, and risk for chronic bronchitis.

There is no evidence to indicate that bidis or kreteks are safer than regular cigarettes.

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Besides causing bad breath, yellow teeth and clothes that smell, the chemicals in any type of tobacco product and tobacco smoke affect the body.

Using any amount of tobacco can lead to disease and premature death.



Choose not to start using tobacco. If you already do, contact student health services or the Connecticut Quitline at **1-800-QUIT NOW** or [www.quitnow.net/connecticut](http://www.quitnow.net/connecticut) for free help with quitting.



***“Younger adult smokers are the only source of replacement smokers... if younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle”***

-An executive at R.J. Reynolds Tobacco Company

**Tobacco Companies... they want you; they need you;  
and they will do anything to get you.**

Coincidentally, the tobacco use rate for the 18-24 year old age group is increasing while rates for other age groups are decreasing.

In Connecticut,

- College-aged adults (18-24) have a tobacco use rate of 33.7%
- Tobacco Companies spend \$78.1 million each year marketing their products

## **TOBACCO COMPANIES TARGET YOU WHERE YOU LIVE AND PLAY.**

### **Bar promotions**

Tobacco companies spend \$30 million a year on bar promotions and the bar owners receive thousands of dollars from tobacco companies to hold promotions in their establishments.

- Promotional items and free samples of tobacco products are given away at these events to get you to try the products.
- Tobacco companies collect contact information from you at these events and build a database to follow up with direct marketing activities such as mailings and e-mails to continue to get you to try and use their products.

### **Advertising in “alternative” newspapers**

- Alternative weekly newspapers (e.g. free papers found in coffee houses etc.) receive over 70% of their advertising revenue from tobacco industry advertising.
- Tobacco companies have stated these publications are a great way to reach and influence college aged consumers because they are “typically distributed for free at nightclubs and coffeehouses and are read by young ‘hipsters’ and the club crowd”. (R.J. Reynolds internal documents)

### **Event sponsorships**

- Tobacco companies get their name out to you in a fun and trendy way by sponsoring concerts, sporting and other events that college aged adults like to attend.
- Companies were so successful at marketing their products in this way that President Obama passed a law stating tobacco companies can no longer sponsor these types of events using a brand name. Also, they can no longer give away free samples of tobacco and brand name non-tobacco promotional items.
- Tobacco companies sponsor parties at Greek life houses and other club/lifestyle houses. They blend into the activities and lifestyles you are involved in to trick you into believing they are one of you; a friend. At the same time they are encouraging you to associate with the tobacco brand and ultimately hoping you will begin using their products.

Nicotine is a highly addictive substance and it often takes people many attempts before they are able to stop. On average it can take someone 7 attempts before they are successful in quitting for good.

There will be many students coming to college already addicted to tobacco and then there will be those students who begin using tobacco after enrollment. It is important to be able to provide resources to these students (as well as faculty and staff) to help them make the decision to quit and to help make the attempt successful.

Implementing a tobacco free policy on campus creates a barrier to tobacco use and can make using tobacco unappealing to some. These policies can cause students, faculty and staff to seek ways to quit. Be ready with services or referrals to assist these students, staff and faculty.

## **Suggested Strategies:**

- Offer and publicize a full range of cessation programming on campus or that are easily accessible to students, faculty and staff.
  - \* These services can include individual and/or group counseling, nicotine replacement therapy, and referrals to local programs, CT Quitline and/or internet-based programs such as BecomeAnEx.org.
- Offer programs that are specifically geared toward the needs of college students.
- Screen for tobacco use at every health service visit and offer tobacco users regular reminders of tobacco cessation options.
- Train health service providers in motivational interviewing techniques so that they can conduct effective interventions at each health center visit for student (faculty and staff) who use tobacco.

## **Resources in Connecticut:**

**Connecticut Quitline**— a telephone-based tobacco use cessation quitline, available 24 hours every day through 1-800 -QUIT NOW or 1-855– DEJELO YA for Spanish or register online at [www.quitnow.net/connecticut](http://www.quitnow.net/connecticut), services include free telephone and/or web counseling to help with quitting.

**BecomeAnEX.org**— for information about quitting, developing a quit plan, and blogging with others who are quitting

**Connecticut Department of Public Health** - at [www.ct.gov/dph/tobacco](http://www.ct.gov/dph/tobacco) for group and individual face-to-face counseling programs available in your area.

# SIGNS AVAILABLE

Connecticut colleges and universities that adopt comprehensive tobacco free policies for their campuses can order, **at no charge**, metal 7"x10" Tobacco Free or Smoke Free signs from the Tobacco Use Prevention and Control Program to assist with policy implementation.

To qualify for the signs, the tobacco free policy must include:

- \* A list of all the areas it covers,
- \* A statement that all forms of tobacco use are prohibited,
- \* An enforcement plan that includes user notification and signage.



Should your school choose to adopt a smoke free policy instead of a tobacco free policy, to be eligible for smoke free signs at no charge, the policy must include:

- \* A list of all the areas it covers,
- \* A statement that all forms of smoking are prohibited,
- \* An enforcement plan that includes user and staff notification and signage,
- \* An agreement on the part of the requesting school to continue working towards a comprehensive tobacco free policy.



To order signs, complete the order form on page 42 and return with a copy of your policy to the Department of Public Health Tobacco Use Prevention and Control Program.



## SIGNS ORDER FORM

Please complete and return this form with a copy of your policy to:

Tobacco Use Prevention and Control Program

CT Department of Public Health

410 Capitol Ave, MS # 11HLS

Hartford, CT 06134-0308

Office 860-509-8251/ Fax 860-509-7854

DPHTobacco@ct.gov

On \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ CT, adopted the  
(date) (name of school) (city)

attached tobacco free/smoke free policy prohibiting the use of tobacco in the following areas:

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Please send: (Qty) \_\_\_\_\_ "Tobacco Free Zone" signs  
\_\_\_\_\_ "This is a Smoke-Free Property" signs  
(a maximum of 5 signs can be ordered)

Contact Name \_\_\_\_\_

Organization \_\_\_\_\_

Mail signs to \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

# HELP ENFORCE OUR POLICY HANDOUT

SAMPLE

*This handout is to notify staff and faculty of the new policy and provides tips on how they can help enforce the policy. The actual policy or a condensed version may be added to the front of the handout or printed on the backside.*

(University logo)

## **YourUniversity Tobacco-Free Policy for the School Campus** (or other specified areas)

In order to protect the health and safety of our students, faculty, staff and visitors, YourUniversity's campus is tobacco free. Please do not use or discard tobacco products on our property.







### **You can Help Enforce our Tobacco-Free Policy**

- If you see someone who is not complying with the policy point out the tobacco-free signs to them.
- Hand out Policy Notification Cards.
- Remind students and visitors of the policy and its healthy benefits.
- Comply with the Policy yourself.

# POLICY NOTIFICATION CARDS



*These cards may be used to notify visitors to your college of the policy. Customize your cards to reflect the policy adopted and the location covered as well as a logo or picture of your choice.*

<p><b><i>YourUniversity is Tobacco-Free!</i></b></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!” (organization’s name)</p>	<p><b><i>YourUniversity is Tobacco-Free!</i></b></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!” (organization’s name)</p>
<p><b><i>YourUniversity is Tobacco-Free!</i></b></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!” (organization’s name)</p>	<p><b><i>YourUniversity is Tobacco-Free!</i></b></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!” (organization’s name)</p>
<p><b><i>YourUniversity is Tobacco-Free!</i></b></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!” (organization’s name)</p>	<p><b><i>YourUniversity is Tobacco-Free!</i></b></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!” (organization’s name)</p>

# POLICY NOTIFICATION LETTER FOR STUDENTS AND PARENTS

## Sample

*This letter is addressing students and parents. Customize your letter to reflect the policy adopted and the audience you would like to notify.*

[Date]

Dear [Name]:

Every day over 3,000 young Americans decide to start smoking. Consequently, 19.9% of high school students in Connecticut use tobacco. Many of these students go on to college. The decision to remain tobacco free may seem obvious, but it is often a very difficult choice for many of the students. However, YourUniversity is attempting to help make this decision easier by implementing a tobacco-free campus policy.

We have adopted this tobacco-free policy because we believe that tobacco use is detrimental to the health of everyone on campus. We also believe that creating a tobacco free environment supports the purpose of our goal of promoting health and wellness. Finally, YourUniversity also feels that faculty and staff are role models for students and can have a positive effect on the lifestyle choices they make by being tobacco-free role models for them.

Enclosed is a copy of the new tobacco-free policy for our campus. If you would like additional tobacco prevention information and materials, please contact the [organization's name] at [e-mail] or (860) 555-5555 or the CT Tobacco Use Prevention and Control Program at 860-509-8251 or DPHTobacco@ct.gov. If you have any questions about the new policy, please contact me at [phone number/email].

Sincerely,

[Name]

Administrator



# CHEERS TO THE DECISION MAKERS

Once your policy has been approved, do not forget to thank the decision makers and administration who helped make it possible. This allows your group to express appreciation for the decision makers' efforts and keeps the line of communication open.

Here are a few ways to show your thanks:

- Send a thank you letter from your group.
- Present a Certificate of Recognition to the decision makers at a future meeting.
- Submit a thank you letter to the editor of the local newspaper.

## Letter to the Editor Samples

[Date]

Thanks to the YourUniversity for taking a proactive, healthy step in protecting the health of our school community by adopting a tobacco-free campus policy!

Not only do we no longer have to breathe in secondhand smoke, but our campus will be much prettier because cigarette butts will not litter the sidewalk, entrances and quad.

Sincerely,

[Your Name, Address, Phone Number]

[Date]

I would like to thank the YourUniversity administration for taking a proactive, healthy step in protecting the health of our school community by adopting a tobacco-free campus policy .

Everyone deserves the right to breathe clean air, especially when learning or working at the university. YourUniversity administration deserves congratulations for making our community more healthy!

Sincerely,

[Your Name, Address, Phone Number]

[Date]

Thank you, YourUniversity administration, for adopting a tobacco-free policy on all of your campuses!

As a parent, I completely support this tobacco-free policy because I want my children to grow up in a tobacco-free environment with healthy role models. Now I will be able to take comfort in knowing they will not be exposed to secondhand smoke while at school.

Sincerely,

[Your Name, Address, Phone Number]

*The editor will not print your address or phone number but they will contact you to ensure it was you who wrote the letter.*

# **Connecticut Colleges and Universities with Tobacco and Smoke Free Campus Policies**

**Central Connecticut State University**

**Eastern Connecticut State University**

**Gateway Community College**

**Housatonic Community College**

**Manchester Community College**

**Sacred Heart University**

# RESOURCES FOR TOBACCO FREE CAMPUSES

## **Tobacco Free College Campus Initiative**

<http://tobaccofreecampus.org/>

## **Americans for Nonsmokers' Rights**

[www.no-smoke.org](http://www.no-smoke.org)

## **Bacchus Network**

[www.tobaccofreeu.org](http://www.tobaccofreeu.org)

## **CA Youth Advocacy Network**

[www.cyanonline.org](http://www.cyanonline.org)

## **Campaign for Tobacco-Free Kids**

[www.tobaccofreekids.org](http://www.tobaccofreekids.org)

## **The Community Guide**

[www.thecommunityguide.org](http://www.thecommunityguide.org)

## **CT Tobacco Use Prevention and Control Program**

[www.ct.gov/dph/tobacco](http://www.ct.gov/dph/tobacco)

## **Tobacco Control Legal Consortium**

[www.tclconline.org](http://www.tclconline.org)



**WE ARE HERE TO HELP!**

**For assistance with planning and implementing your  
*Tobacco Free Campus*, contact us at:**

**Connecticut Department of Public Health  
Tobacco Use Prevention and Control Program**

**860-509-8251**

**DPHTobacco@ct.gov**

**[www.ct.gov/dph/tobacco](http://www.ct.gov/dph/tobacco)**

***Thank you for your efforts in promoting tobacco free  
lifestyles!***