



Policy Rational and Statewide Trends

SMOKE/TOBACCO-FREE COLLEGE POLICIES

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Definitions

- Smoke-Free means the use of cigarettes, pipes, cigars, and other “smoke” emanating products are prohibited on all campus grounds.
- Tobacco-Free means the use of cigarettes, pipes, cigars, smokeless tobacco, snus, and other tobacco products are prohibited on campus.
- Electronic cigarettes are not generally covered by 100% smoke or tobacco-free policy unless explicitly stated in the policy.



Definitions

New definitions on “tobacco products” and “smoking” from ChangeLab Solutions

“Tobacco Product” means:

- Any product **containing, made, or derived from tobacco or nicotine** that is intended for human consumption, whether smoked, heated, chewed, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, including, but not limited to cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff; and
- Any electronic device that **delivers nicotine or other substances** to the person inhaling from the device, including, but not limited to an electronic cigarette, cigar, pipe, or hookah.
- Notwithstanding any provision of subsections (a) and (b) to the contrary, “tobacco product” includes any component, part, or accessory of a tobacco product, whether or not sold separately. “Tobacco product” **does not include any product that has been approved by the United States Food and Drug Administration for sale as a tobacco cessation product or for other therapeutic purposes where such product is marketed and sold solely for such an approved purpose.**

“Smoking” means inhaling, exhaling, burning, or carrying any lighted, heated, or ignited cigar, cigarette, cigarillo, pipe, hookah, Electronic Smoking Device, or any plant product intended for human inhalation.

<http://changelabsolutions.org/publications/revised-definitions-e-smoking>

National Policy Trends



- U.S. Dept of Health and Human Services launched the Tobacco-Free College Campus Initiative
- Followed the Surgeon General Report on Youth and Young Adult Tobacco Use
- Focus: accelerate the elimination of tobacco use on college campuses everywhere
- TFCCI website:
www.tobaccofreecampus.org



National Policy Trends



	2007	2011	2012	2013	2014	2015
100% Smoke-Free	260	586	711	1,178	1,182	1,543
100% Tobacco-Free	136	258	270	795	811	1,043
Include e-cigs						633

Current list of U.S. College and University Smoke and Tobacco-Free Policies available at www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf

California Policy Trends



- 42 of 145 (29%) public colleges and universities have a 100% smoke or tobacco-free policy.
 - 31 campuses are 100% tobacco-free
 - 10 University of California (UC) campuses
 - 4 California State University (CSU) campus*
 - 17 Community Colleges
 - 11 campuses are 100% smoke-free
 - 1 California State University (CSU) campus
 - 10 community colleges
 - 33 campuses include e-cigarettes
 - 10 UC campuses
 - 5 CSU campuses
 - 16 community colleges
 - 2 private colleges
- 7 private colleges are 100% smoke/tobacco-free

<http://cyanonline.org/college/policies/>

Systemwide Policies



- UC Systemwide Policy
 - All campuses tobacco-free by January 1, 2014
 - Includes e-cigarettes and other products not regulated by FDA for cessation purposes
 - Office of the President gave all campuses 2 years to implement policy
 - Campuses had to develop tobacco-free task force/policy committee to determine appropriate implementation activities for campus.
 - Enforcement is focusing on education.

UC Smoke & Tobacco Free Policy

SMOKE & TOBACCO FREE
UNIVERSITY OF CALIFORNIA

Effective January 1, 2014, UC joins more than 1,100 colleges and universities nationwide by implementing a systemwide smoke & tobacco-free policy.

This policy is being adopted by all UC campuses, sites and centers to improve the health and safety of all students, staff, faculty, partners and visitors. The policy prohibits the use of cigarettes, e-cigarettes, cigars, snuff, snus, water pipes, pipes, hookahs, chews, and any other non-combustible tobacco product.

Why is UC going smoke and tobacco-free?

While the use of tobacco is a personal choice, the health hazards related to smoking and exposure to second and third-hand smoke are well documented. These hazards can affect not only the smoker, but also the nonsmoker who is exposed to the smoke.

As a leader in health care and environmental practices, the university recognizes its responsibility to exercise leadership through the creation of a smoke and tobacco-free environment for all students, employees and visitors at all UC campuses, medical centers and facilities. UC will be joining the 1,100+ other colleges and universities that have already gone Smoke & Tobacco-Free. Visit uctobaccofree.com to learn more about this nationwide effort.

www.uctobaccofree.com



Systemwide Policies

- CSU Systemwide Policy
 - January 2013: CSU Academic Senate Resolution
 - Late Feb/early March 2013: CSU Chancellor's Office announces move to tobacco-free system
 - January 2014: Task Force looking into best policy option for 23 campuses

AS-3102-12/EX/AA (Rev): A Smoke-Free California State University

The CSU will begin the process to ban all tobacco products throughout the 23 campus system. The University of California (UC) serves as a model for the elimination of tobacco products and the CSU will utilize their approach and modify processes as necessary. Although the Senate's resolution calls for a "smoke-free" CSU, the focus will be on banning the use and sales of all tobacco products, and initiate tobacco cessation programs. To this end, the Chancellor will create a special taskforce to move this agenda forward, a report will be expected before the end of this calendar year.



Tobacco-Free Policy Rationale

- Increase in published scientific literature on the need for and benefit of 100% smoke/tobacco-free policies
- Findings reveal a decrease in tobacco use, exposure to secondhand smoke, and littered tobacco waste

Tobacco-Free Policy Rationale



- Decreased Tobacco Use
 - Evidence that workplace and public smoke-free air policies are effective in reducing smoking behavior
 - 100% smoke-free campus policies (college) are an effective intervention in reducing tobacco use among college students
 - During same time period, one institution with a 100% smoke-free policy saw a decrease in smoking from 16.5% to 12.8% compared to an increase from 9.5% to 10.1% at an institution with a 30-ft policy (Seo et al, 2011)

Tobacco-Free Policy Rationale



- Decreased Exposure to Secondhand Smoke
 - Secondhand smoke is a known carcinogen. The Surgeon General has concluded there is no risk-free level of exposure to secondhand smoke.
 - Stanford study on outdoor tobacco smoke concluded that secondhand smoke exposure levels can be significant near an active smoker (Klepeis et al., 2007)
 - AJPB study found as policy strength increased, exposure to secondhand smoke decreased (Fallin et al., 2014)
 - Establishing smoke/tobacco-free environments is the only proven way to prevent exposure

Tobacco-Free Policy Rationale



- Decrease in Littered Tobacco Waste
 - Beaches saw a decrease in littered tobacco waste after the adoption of smoke-free policies
 - As policy strength increases, campuses see a significant decrease in tobacco waste



Tobacco-Free Policy Rationale



- 100% Smoke/tobacco-free policies are also effective in...
 - Increasing quit attempts;
 - Decreasing frequency of use;
 - Preventing initiation;
 - Protecting workers not protected by indoor air laws; and
 - Changing social norms around tobacco use.

Policy Recommendations



Adoption

- 100% smoke/tobacco-free, including e-cigs and other new products
- Work with students, faculty, and staff to take on issues
- Encourage development of a diverse task force

Implementation

- Give a lot of thought and time to implementation
- Involve all members of campus community in the policy process

Enforcement

- Prioritize policy education
- Recommend a multi-component enforcement plans
- If possible, write-in language that allows your college to cite with fines (AB 795)

Common Concerns and Arguments



- Smoke/tobacco-free policies lose business because of their policies
 - There's no data to support this belief
 - No campuses have reported a decrease in sponsored events or facility rentals due to their policies
- Designated areas are better for everyone
 - Designated areas come with many problems:
 - Promote tobacco use
 - Discourage quit attempts
 - Increase littered tobacco waste
 - Create highly toxic areas on campus due to number of individuals using tobacco in one area



Common Concerns and Arguments

- Policies aren't enforceable
 - Many smoke/tobacco-free policies are self-enforcing (changing social norms)
 - Colleges have a number of options for enforcement
- Policy should only limit smoking, not tobacco
 - Focus of these policies is on the health and well-being of everyone, not just non-smokers
 - Policies prevent initiation of many new products being developed and marketed by the tobacco industry
- E-cigarettes shouldn't be included, they are a quit device
 - E-cigarettes are not approved (or regulated) by the FDA as a cessation device



Potential Challenges

- **Smoking Off Campus**
 - Challenges with neighbors
 - Litter on city/county streets
 - Clouds of smoke at entrances/exits
 - Increased fire risk in wooded areas
- **City-Owned Streets**
 - University unable to enforce policy on streets owned by the city or county
 - Individuals regularly smoke in these areas
- **Compliance and Enforcement**
 - There is no enforcement plan
 - No one wants to enforce the policy
 - People are purposefully violating the policy

Potential Challenges



- **Funding and Time**
 - Lack of funds to pay for implementation of new policy
 - Limited staff time to implement policy
- **Demand for Cessation**
 - Increased demand for services with limited staff
 - Fewer services for staff and faculty
- **Support for policy**
 - Advocates have graduated
 - Other issues appear to be more important
 - Individuals have lost their energy around the issue
- **International students and faculty**
 - Higher rates of tobacco use
 - Unclear of policy
 - Limited access to cessation services

Implementation and Enforcement



Before the Policy

- Engage the entire community in the policy process, not just administrators or decision makers
 - Listen to concerns, needs, potential challenges
- Create a task force to lead the efforts
- Collect data to show the problem
 - Can be used to show change after the policy has changed
- Write policy language

Implementation and Enforcement



After Policy Adoption

- Allow for a lengthy (6 months – 1 year) implementation period
 - Opportunity to focus on education, alert individuals of the new policy, promote cessation services
- Create an implementation plan
 - Common areas of focus:
 - Communications and marketing
 - Education and training
 - Cessation
 - Facilities (signage and ashcans)
 - Policy

Implementation and Enforcement



After Policy Adoption

- Messaging
 - Keep messages positive
 - Brand the policy
 - Be clear
 - What the policy covers
 - Why policy was adopted
 - Compliance
 - Pair policy messages with cessation messages
- Develop a compliance/enforcement plan
 - Potential challenges, how to address challenges, etc.



Implementation and Enforcement



Enforcement Options

- Passive
 - Voluntary compliance
 - Signage
- Active
 - Encourage compliance
 - Enforcement/Reminder Cards
 - Student Code of Conduct/ Employee Personnel Policies
 - Citations
 - State Education Code
 - Course Registration Fees
 - Community Service
 - Positive Enforcement
 - Signage

Policy and Cessation Reminder Cards



*Thank you for respecting our
tobacco free campus*

Tobacco is prohibited on all SCC property.
The Tobacco Policy includes indoor facilities and the
campus grounds, as well as all college vehicles.

Are you ready to quit?

•**Fresh Start Program in Faribault**
Rhonda Mulder District One Hospital 507-332-4858

•**QUITPLAN**
1-888-354-PLAN or www.quitplan.com

•**Freedom from Smoking Online**
www.ffsonline.org





Citations

Assembly Bill 795

- State law (Jan 1, 2012) that gives public colleges and universities the authority to enforce their tobacco use policies by citation and fine, as specified.
- Colleges do not have to issue citations, this law gives them the option to if they so decide.
- The amount of the fine is to be determined by the local governing body but shall not exceed \$100.
- Collected funds shall be allocated to include, but not be limited to, the designated enforcement agency, education and promotion of the policy, and tobacco cessation treatment options.



Prior to AB 795

- There was NO enforcement code in CA State Law (outdoor air law)
 - Major complaint of campus police
 - There is no “teeth” to the policy
 - Public colleges had the authority to...
 - Encourage compliance
 - Enforce through Student Code of Conduct/ Employee Personnel Policies
- Laws others have considered: Trespassing and Littering
- CSU campuses have authority to issue citations with Education Code 89031 (misdemeanor) – fine of up to \$1,000 and/or up to 1 year in jail



Issuing Citations on Campus

- University sets protocol for issuing citation
 - e.g., who receives funds, warnings, fine amount
- Example:
 - First Offense: Warning
 - Second Offense: \$25 ticket
 - Third Offense: \$50 ticket
 - Fourth Offense: \$100
 - Fifth+ Offense: Referral to Office of Student Conduct or Human Resources



Campuses Issuing Citations

San Francisco State University

- Designated smoking areas policy (3 DSA)
- College President has given authority to campus police to issue **\$58 fines** to those violating the policy
- All funds collected are used to support policy (including enforcement, education, implementation, and cessation)
- Began issuing citations in April 12, 2010
 - Issued 61 “violations” in first 2 weeks
 - Total revenue for first two days = \$2,030 (35 citations)
- Prior to issuing citations, police asked individuals to smoke in 9 DSA’s (2004 Policy)



SAN FRANCISCO STATE UNIVERSITY
Office of University Compliance
State University System

READ CAREFULLY

VIOLATION INFORMATION
CITATION BY NUMBER: This ticket is issued in compliance with the amount of the ticket on the back of the citation. Issuance of State University System and State Department of Education fines for violation of the State of California Health and Safety Code, Title 22, Chapter 4.5, Section 45030, is hereby authorized. This citation is issued to the vehicle or person in possession of the vehicle at the time of the violation. The citation is issued to the vehicle or person in possession of the vehicle at the time of the violation.

ALTERNATIVE FINES
This citation is issued in compliance with the State of California Health and Safety Code, Title 22, Chapter 4.5, Section 45030, and the State of California Department of Education, Title 5, Chapter 16.5, Section 16500. The citation is issued to the vehicle or person in possession of the vehicle at the time of the violation.

APPEAL PROCESS
If you wish to appeal this citation, you must do so within 10 business days of the date of the citation. The citation is issued to the vehicle or person in possession of the vehicle at the time of the violation.

STATE UNIVERSITY SYSTEM
If you wish to appeal this citation, you must do so within 10 business days of the date of the citation. The citation is issued to the vehicle or person in possession of the vehicle at the time of the violation.

STATE DEPARTMENT OF EDUCATION
If you wish to appeal this citation, you must do so within 10 business days of the date of the citation. The citation is issued to the vehicle or person in possession of the vehicle at the time of the violation.

WHAT TO DO IF YOU RECEIVE THIS CITATION
If you receive this citation, you should immediately stop the vehicle and remain in the vehicle until the citation is issued. You should then contact the citation issuer for more information.

STATE UNIVERSITY SYSTEM
SAN FRANCISCO STATE UNIVERSITY
OFFICE OF UNIVERSITY COMPLIANCE
STATE UNIVERSITY SYSTEM
401 WASHINGTON ST
SAN FRANCISCO, CA 94133
415.882.4100



Campuses Issuing Citations

Foothill-De Anza Community College District

- Designated areas in parking lots
- Tiered citations: \$25 for first offense, \$50 for second offense, \$75 for third and subsequent violations
- Began issuing citations in October 2012
 - Oct 2012 to Jun 2013; Total 284
 - Jul 2013 to Jun 2014; Total 124
 - Jul 2014 to Sept 2014; Total 3 (Quarter did not start until 09/22 and warnings distributed first week of class)



Registration Fees

University of Minnesota Duluth

- Sanctions for 1st violation
 - Administrative meeting with Office of Student Conduct
 - Register for online educational module with \$25 registration fee
 - Must complete within one week with 80% proficiency or there is a hold on the student record



Community Service



- Service projects given by Judicial Affairs
 - Cigarette litter cleanups
 - Photovoice projects
 - Tobacco litter
 - Secondhand smoke exposure
 - Policy education
 - Cessation promotion
 - Environmental scans

Resources and Support



- Training
- Technical Assistance
- Policy Development
- Educational Materials
- Statewide Days of Action
 - Earth Day (April 22)
 - Great American Smokeout (3rd Thursday in Nov)
- Statewide Advocacy (COUGH Coalition)
- Pre/Post Policy Assessments



Coming Soon....



Questions or Comments?



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