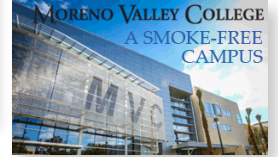
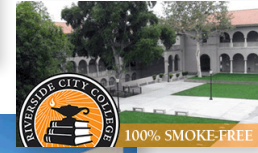


# Smoke/Tobacco-Free College and University Workshop Series

February 2021



## FRIDAY, FEBRUARY 26TH

9:00-9:15 am **WELCOME AND INTRODUCTIONS**

9:15-10:00 am **PRIORITIZING EQUITY WHEN DISCUSSING POLICY IMPLEMENTATION, COMPLIANCE, & ENFORCEMENT**

Julie Amajuoyi, Public Health Law Center & Kim Homer Vagadori, CYAN

10:05-10:50 am **BREAKOUT SESSIONS**

**PREPARING TO IMPLEMENT A SMOKE & TOBACCO-FREE POLICY**

Marianne Link & Karina Ward, CSU Northridge

**STRENGTHENING SMOKE AND TOBACCO-FREE POLICY COMPLIANCE MEASURES**

Julie Chobdee, University of Southern California (formerly UC Riverside)

10:55-11:40 am **BREAKOUT SESSIONS**

**BUILDING AN EFFECTIVE TASK FORCE FOR POLICY IMPLEMENTATION AND COMPLIANCE**

Michelle Zulim-Clark & Kristina Vastine, Cuesta College

**CONTINUING TO HAVE CONVERSATIONS ABOUT TOBACCO ON CAMPUS DURING THE PANDEMIC**

Andrea Fabillaran, CYAN  
Brandon Harden & Rena Mamoun, COUGH

**INNOVATIVE FORMS OF SMOKE & TOBACCO-FREE POLICY COMPLIANCE**

Dr. Kim Pulvers, CSU San Marcos  
Richmund Tan, UCLA graduate

11:45- 12:00 pm **CLOSING**

### GENERAL SESSION (9:15-10:00AM)

#### **PRIORITIZING EQUITY WHEN DISCUSSING POLICY IMPLEMENTATION, COMPLIANCE, AND ENFORCEMENT**

Speakers: Julie Amajuoyi, Public Health Law Center & Kim Homer Vagadori, CYAN

Policy compliance is important to ensuring successful outcomes of smoke/tobacco-free policies, specifically preventing tobacco initiation, supporting quit attempts, and changing norms around tobacco use. Conversations on compliance need to be centered around equity in order to ensure enforcement measures don't burden communities disproportionately impacted by tobacco. This session will highlight the role of implementation in strengthening compliance and discuss why non-punative enforcement should be the priority for campuses.

### BREAKOUT SESSION #1 (10:05-10:50AM)

#### **PREPARING TO IMPLEMENT A SMOKE AND TOBACCO-FREE POLICY**

Speakers: Marianne Link & Karina Ward, CSU Northridge

Once a policy has been adopted by the campus, it's imperative to plan and prepare for a successful launch. This session will feature CSU Northridge's detailed plan for policy implementation on campus, including policy awareness, evaluation for policy effectiveness, and steps moving forward after the launch.

#### **STRENGTHENING SMOKE & TOBACCO-FREE POLICY COMPLIANCE MEASURES**

Speaker: Julie Chobdee, University of Southern California (formerly UC Riverside)

The University of California (UC) system went smoke/tobacco-free in January 2014. Since implementation of the policy across all UC property, leaders from the systemwide Smoke/Tobacco-Free Policy Task Force have utilized an assortment of strategies for measuring and strengthening policy compliance. This session will share lessons learned from UC as well as share tools for achieving greater compliance.

### BREAKOUT SESSION #2 (10:55-11:40AM)

#### **BUILDING AN EFFECTIVE TASK FORCE FOR POLICY IMPLEMENTATION AND COMPLIANCE**

Speakers: Michelle Zulim-Clark & Kristina Vastine, Cuesta College

This session focuses on the importance of an ongoing task force during implementation and throughout compliance efforts to maximize campus engagement and how to effectively include the right people for the task force and keep them engaged.

#### **CONTINUING TO HAVE CONVERSATIONS ABOUT TOBACCO ON CAMPUS DURING THE PANDEMIC**

Speakers: Andrea Fabillaran, CYAN; Brandon Harden & Rena Mamoun, COUGH Student Leaders

During the pandemic, attention on campus tobacco work has been divided with COVID and other issues. This session will feature examples from student leaders on how to keep the conversation going about tobacco on campus and provide opportunities for adult partners to engage students during the pandemic.

#### **INNOVATIVE FORMS OF SMOKE & TOBACCO-FREE POLICY COMPLIANCE**

Speakers: Dr. Kim Pulvers, CSU San Marcos & Richmund Tan, UCLA graduate

Maintaining compliance of a Smoke/Tobacco-free policy can be daunting. This session explores innovative ways CSU San Marcos and UCLA have tackled compliance through web-based tracking applications and replication of existing campus structure to build out tobacco compliance efforts to be relatable and accessible on campus.