



Making Your College Campus Tobacco-Free

A Guide for College Leaders

Greater accessibility for all students

Safer for students, faculty and staff

Reduced liability and costs

Marketing advantage: majority of students
prefer tobacco-free campuses

TOBACCOFREE
oregon



Oregon Coast Community College ribbon-cutting ceremony at its North County Campus in Lincoln City, which opened September 2008 as Oregon's first 100 percent tobacco-free community college campus.

“Our local voters have made a significant investment in these new facilities and we want to make sure that we create and maintain a clean and healthy environment that the community can be proud of.”

*Barbara Jenkins-Gibson, Board Chair
Oregon Coast Community College*

Tobacco-Free College Campuses

Tobacco issues on campus can be challenging, expensive and time-consuming. If you're like other college leaders, you've likely heard complaints from students, faculty and staff about being exposed to secondhand smoke while walking to class or across campus. Perhaps your students, faculty and staff are missing days of class or work due to asthma attacks triggered by smoke. You're probably finding that it takes time and money for staff to pick up cigarette butts and clean smoking areas, and that smoking is a fire hazard and a liability for your college.

Other colleges have found a solution to these problems by adopting a tobacco-free campus policy. Adopting a similar policy at your college can eliminate the headaches of managing tobacco use and better position your campus, students and faculty for success.

This booklet walks you through the rationale for a tobacco-free policy as well as how to implement one on your campus. Additional resources (see page 12 for details) include:

- www.smokefreeoregon.com
- Ozarks Technical Community College and Clark College (leaders available to share their stories, lessons learned and tips for success)
- The American Lung Association of Oregon (available as a resource for Oregon colleges)

“Implementing a tobacco-free campus policy in 2003 established Ozarks Technical Community College as a leader in the trend toward healthier and more accessible campus environments for students, employees and visitors.”

Hal Higdon, President, Ozarks Technical Community College

The League for Innovation in the Community College honored OTC's fifth anniversary as a tobacco-free campus by selecting it as the August 2008 "Innovation Showcase."

A young Black man with a bright smile is walking on a paved path outdoors. He is wearing a bright orange t-shirt, dark blue jeans, and a light blue backpack. He has a watch on his left wrist. The background is a blurred green landscape with trees and a white building in the distance.

“Since becoming tobacco-free, our enrollment has increased and there has been a strong demand in the community to use our facilities. Our transition to a tobacco-free campus was a positive experience—one that we’ve been proud to share with other colleges across the country.”

Robert K. Knight, President, Clark College

“At Clark College we use our tobacco-free policy as a recruitment and marketing tool. This helps us stand out among faculty and staff seeking a healthy workplace environment.”

Rebecca Wale, Environmental Health and Employee Development Manager, Clark College

Meeting Student and Staff Demand

Surveys show that community college students and employees prefer tobacco-free campuses. Going tobacco-free not only protects your campus community from secondhand smoke and reduces your maintenance costs, it also can create a marketing and recruiting advantage.

A spring 2007 survey* found that Oregon community college students would prefer to attend a smokefree college and that secondhand smoke exposure is a real and immediate health threat on campus. The survey revealed the following:

Most students would prefer a smokefree college

- Two-thirds would prefer to attend a smokefree college.
- Three-quarters (including a majority of smokers) say it is OK for colleges to prohibit smoking on campus to keep secondhand smoke away from students and staff.
- Most students, regardless of age, gender, educational attainment, or race/ethnicity, prefer a smokefree college.
- One-third of students say they are exposed to secondhand smoke on campus every day.
- One in five students say they have experienced some immediate health impact from this exposure.

Most students don't smoke

- Four out of five college students surveyed don't smoke .
- 59 percent of students who smoke said they tried to quit in the past year.
- Most students — including two-thirds of smokers — agree that even small amounts of secondhand smoke are hazardous to your health.

In spring 2008, Lane Community College (LCC) conducted its own survey with 5,219 respondents, finding a similar level of student preference for a smokefree campus. Additionally, 807 employees participated in the LCC survey, with a key finding that:

Most college employees prefer a smokefree campus

- 69 percent said they'd choose a smokefree college over one that allows smoking.

*A partnership among the Oregon Council of Student Services Administrators, the Oregon Department of Community Colleges and Workforce Development, and the American Lung Association of Oregon commissioned the student survey.

“In addition to causing direct health hazards, smoking increases costs to the university through increased fire and medical insurance costs, potential fire damage, cleaning and maintenance costs, and costs associated with absenteeism and health care.”

*Dr. Robert Kelley, President, University of North Dakota
(tobacco-free since October 2007)*



“Our president wanted the tobacco litter off the campus. He also didn’t like the fact that underage students attending our high school vocational education programs were given tacit approval to use tobacco. OTC faced the problem head-on and we have enjoyed great success since. We recently celebrated the fifth year of our tobacco-free policy going into effect.”

*Ty Patterson, Vice President of Student Services (retired) and
Director of the Center of Excellence for Tobacco-Free Campus Policy,
Ozarks Technical Community College*

Protecting Your Facilities and the Bottom Line

Save money on facilities and maintenance

Tobacco use on campus consumes valuable staff time picking up cigarette butts, emptying ashtrays and handling complaints about secondhand smoke. Unlike having designated smoking areas, going completely tobacco-free doesn't just move the problem; it eliminates it entirely.

Reduce the risk of fires on campus

Careless smokers start fires by dropping cigarettes in planting areas, bark mulch and trash receptacles. Going tobacco-free eliminates this risk and associated costs, and may decrease fire and property insurance premiums.

“Environmentally unsound and visually unappealing, cigarette litter is one factor pushing a national movement toward tobacco-free college campuses nationwide.”

Kara Hansen, The Daily Astorian, 8/20/08

Eliminate the risk of ADA accessibility challenges related to tobacco smoke

The Americans with Disabilities Act (ADA) requires colleges to maintain accessible campuses, including reasonable accommodation for students or employees with medical conditions such as asthma that are triggered by secondhand smoke.

Avoid potential legal liability from student, employee and visitor exposure to secondhand smoke

One in five college students surveyed say they experience immediate health effects from secondhand smoke on campus. For students or staff with asthma, this exposure can aggravate their condition to the point of requiring an emergency room visit. By going tobacco-free a college addresses the liability risk associated with exposure to a known health hazard on its premises.

Advance sustainability and the triple bottom line

Colleges today are embracing sustainability and integrating this concept into campus operations. Tobacco-free campuses yield social, economic and environmental benefits for the college. Going tobacco-free is a concrete step a college can take to reduce the environmental impacts associated with tobacco use.

Creating Healthier Environments for Student Success

Workplaces are increasingly tobacco-free

College leaders are invested not only in promoting academic achievement, but also in developing lifelong skills that will promote individual and civic well-being and prepare students to succeed. In growing numbers nationwide, worksites, school grounds, and health care, recreation and transportation facilities are 100 percent smokefree or tobacco-free. A tobacco-free campus will help your students prepare for the workplace.

Future students expect and demand tobacco-free learning

Today's K–12 students who are transitioning to college have come to expect tobacco-free learning environments. With all else being equal, prospective students and their parents may factor in a college's tobacco policy when deciding where to enroll.

Smoke poses considerable risk to young adults and children on campus

Another issue is high school students taking classes on college campuses. An *Oregonian* editorial (“The Case for a Tobacco-Free Campus,” 4/16/08) raised this concern. High school students, as well as children in day care on campus, are especially sensitive to secondhand smoke, which can trigger asthma attacks.

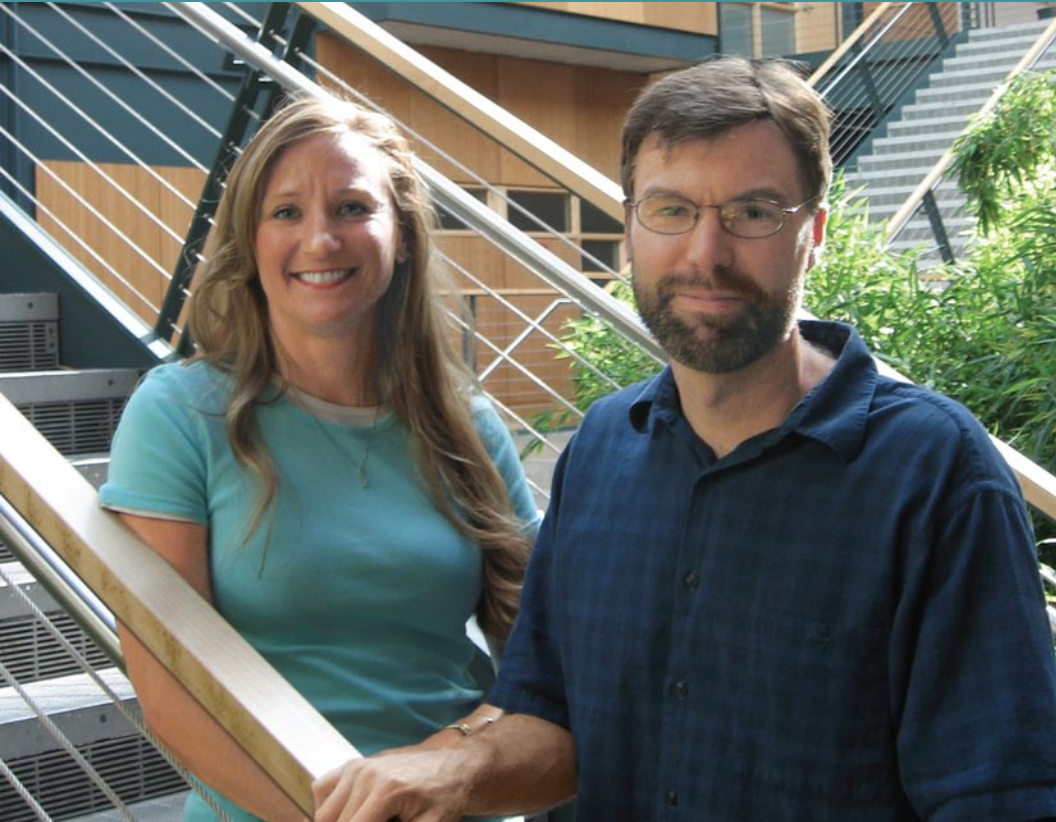
A tobacco-free policy helps ensure your students—present and future—will have opportunities to succeed in a healthy and safe environment.

“Hospitals and other health organizations across the state are making their campuses tobacco-free. These health organizations will increasingly seek out employees who can readily comply with tobacco-free workplace policies.”

*Andy Davidson, President and CEO,
Oregon Association of Hospitals and Health Systems*

“We are proud to be a leader in our community, providing a safe, healthy and clean environment for our students, for our employees, and for our visitors. Our goal is to eliminate secondhand smoke exposure on campus and prepare our students for a tobacco-free work environment that they will most likely encounter when they leave PCC.”

Denise Frisbee, Board Chair, Portland Community College



Tobacco-Free PCC Coalition Members Victoria Galanopoulos, ASPCC President (2007–2008) and Peter Seaman, PCC Faculty Federation Vice President

“In addition to representing students, I’m also a parent. Like many other parents, if given the choice, I would like to send my child to a college that provides a tobacco-free campus, and now we have that option.”

Victoria Galanopoulos, student, Portland Community College

Developing Your Tobacco-Free Campus Policy

Tobacco-free policies can be created with minimal staff time and resources. Materials and consultation are available to help make the transition as easy and efficient as possible for you. General points for consideration include:

Opening a new campus

It's easiest to prohibit tobacco use from the beginning. Oregon Coast Community College is opening its new campuses tobacco-free as a way to avoid the high operational costs associated with tobacco use and to protect public investment in the college's facilities.

Creating policy for existing campuses

Whether the move to tobacco-free is initiated by administration or by students, allow time for discussion and education to prepare for this change. Here are some tips to guide you in the policy development stage:

- Keep the conversation focused on increasing student access and preventing exposure to carcinogens and asthma triggers.
- Include students, faculty, staff and other key stakeholders in the process. Some colleges choose to create a special task force, while others keep deliberations within their executive council or other policy review channels.
- Create opportunities for feedback, concerns and questions.
- If data is not already available, consider conducting a survey and/or making visual observations to assess the level of secondhand smoke exposure. Surveys can also help gauge student and staff support for policy change.
- Promote resources for those interested in quitting smoking or managing cravings while on campus. Contact your local county health department or American Lung Association chapter for assistance.

In addition to prohibiting tobacco use on campus, colleges may also include in their policy prohibitions on tobacco sales, distribution, advertising and sponsorship on campus.

For a sample policy and resources, please visit: www.smokefreeoregon.com.

TOBACCO-FREE POLICIES ARE CONSISTENT WITH EXISTING HEALTH AND SAFETY POLICIES

Colleges strive to reduce injuries and illness through policies that eliminate hazards and unsafe behaviors and conditions from their premises. For example, colleges generally prohibit alcohol consumption, and some colleges choose to prohibit skateboarding on campus. Similarly, colleges implement tobacco-free campus policies to provide safe and accessible working and learning environments, and to maintain clean and appealing facilities. These policies are not about forcing individuals to change their lifestyles or behavior. Rather, they intend to protect the greater campus community and college interests.

Case study in tobacco-free policy implementation

OZARKS TECHNICAL COMMUNITY COLLEGE (OTC)

OTC is a suburban community college in Springfield, Missouri, with 10,000 students and 1,000 employees. In 1999 the Board of Trustees decided to make the campus tobacco-free, making OTC the first community college in the U.S. to do so. Policy change went so well that OTC decided to develop a Center of Excellence for Tobacco-Free Campus Policy, consulting with colleges across the country.

OTC took a four-pronged approach to becoming a tobacco-free campus:

1. **Education/information**—OTC provided a resource room with educational information on tobacco. Events such as health fairs provided opportunities for education and for gathering opinions about the upcoming policy. Campus signage communicated the tobacco-free policy.
2. **Smoking cessation**—Posters and the college website (www.otc.edu) keep the campus community informed of smoking cessation resources.
3. **Community support and involvement**—OTC formed a campus committee to develop an implementation plan and also a community advisory committee to guide the tobacco-free efforts. The advisory committee included representatives from the local health department, the local American Lung Association chapter, and the civic and business community.
4. **Policy implementation**—OTC held seminars, discussion groups and special events, and distributed policy and educational brochures. The Faculty Senate, the Classified Staff Association and the Student Government Association endorsed the policy prior to implementation. The first phase of enforcement focused on education. In phase two, a penalty of a \$15 fine or two hours of community service was instituted for violations.

Source: Ozarks Technical Community College website, www.otc.edu/about/tobaccofree.php

Communicating and Enforcing Your Tobacco-Free Campus Policy

Tobacco-free campus policy works best when compliance is viewed as the shared responsibility and the right of all in the campus community—smokers and nonsmokers alike. Concerns can be mitigated by emphasizing the goal of ensuring a safe and accessible campus for all, and by encouraging open discussion and airing of any questions. A well-planned communication campaign will result in smooth implementation with greater compliance.

Tips for communicating and enforcing your tobacco-free policy

1. Focus on positive intervention and peer enforcement, developing protocols for campus community members to respectfully ask others to comply and/or report noncompliance.
2. Consider authorizing public safety officers to give out citations for violations. While this may be a helpful deterrent, colleges without safety officers have succeeded with a focus on education and peer enforcement.
3. Form an implementation team to develop a communication plan; include key administrators, faculty, staff, student leaders and community health organizations.
4. Communicate the new policy through channels such as e-mails, media releases or college newsletters.
5. Include the policy in student and staff handbooks, in vendor contracts, and on the college website.
6. Post tobacco-free campus signs and decals.
7. Remove all ashtrays and butt receptacles from campus.
8. Create policy reminder cards that include the rationale for the policy and a number to call with questions or for more information.
9. Promote the campus as tobacco-free in college marketing materials.
10. Include in your communications and on policy reminder cards smoking cessation resources such as the Tobacco Quit Line, 1-800-QUIT-NOW.

HELPFUL TALKING POINTS

1. This is about making our college more accessible for all students, faculty, staff and visitors.
2. The air will be healthier for everybody who comes to campus to learn or work.
3. A no-smoking rule is not a “no-smoker rule.” We are not judging or excluding people who choose to smoke; we’re just asking them not to use tobacco on the campus where it can impact others.
4. If a smoker is ready to quit, free resources include the Tobacco Quit Line at 1-800-QUIT-NOW and Freedom from Smoking at www.lungusa.org.
5. This policy is part of broader institutional efforts to create a campus culture of mutual respect, wellness and sustainability.
6. We are leaders in our community—link to your college’s mission.

“OHSU is committed to helping our employees, students, patients, volunteers and visitors live longer and healthier lives — that’s why all OHSU properties are tobacco-free. By developing a simple, no-exceptions policy and smoking cessation support, we saw a dramatic decline in people smoking on campus.”

*Joe Robertson, M.D., M.B.A., President
Oregon Health & Science University*



RESOURCES FOR COLLEGES

Visit www.smokefreeoregon.com for the following resources:

- Frequently asked questions
- Fact sheet on secondhand smoke
- Tobacco and secondhand smoke survey results (student and employee)
- National list of tobacco-free colleges and universities
- Sample policy for tobacco-free colleges
- Resources for smoking cessation

SECONDHAND SMOKE FACTS

- Secondhand smoke kills 53,000 non-smoking Americans, including 800 non-smoking Oregonians, every year.
- Secondhand smoke contains more than 43 cancer-causing agents and many other toxins, including formaldehyde, cyanide, carbon monoxide and arsenic.
- Secondhand smoke exposure causes heart disease and lung cancer in adults and respiratory problems in children.
- There is no risk-free level of secondhand smoke exposure; even brief exposure adversely affects the cardiovascular and respiratory systems.
- Secondhand smoke can trigger immediate health effects for people with asthma, allergies, COPD or other medical conditions.

REFERENCES

Local Research

Oregon Community College Students and Tobacco, Grove Insight, August 2007.
www.smokefreeoregon.com

LCC Secondhand Smoke Survey Results, Lane Community College, April 2008.
www.smokefreeoregon.com

Legal Analysis

“There is no constitutional right to smoke.” Tobacco Control Legal Consortium, March 2008.
www.tobaccolawcenter.com/documents/constitutional-right.pdf

Secondhand Smoke

“The Health Consequence of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General.” June 27, 2006. www.surgeongeneral.gov/library/secondhandsmoke/
Stanford Outdoor Tobacco Smoke Study. www.tobaccosmoke.org/outdoor-tobacco-smoke



“Implementing a tobacco-free policy is a great opportunity for higher education institutions to demonstrate their role as leaders in public health. By exploring the right thing to do to assure clean air for all, institutions engage in a conversation that is fundamental to the learning process.”

Ty Patterson, Vice President of Student Services (retired) and Director of the Center of Excellence for Tobacco-Free Campus Policy, Ozarks Technical Community College

“The debate is over. The science is clear: secondhand smoke is not a mere annoyance, but a serious health hazard.”

U.S. Surgeon General Richard Carmona, 2006



CONGRATULATIONS TO OREGON LEADERS IN TOBACCO-FREE CAMPUS POLICY

Oregon College of Oriental Medicine—First 100 percent tobacco-free Oregon college
Oregon Health & Science University—First 100 percent tobacco-free Oregon university
Portland Community College—First Oregon community college to announce plans to go completely tobacco-free
Oregon Coast Community College—First Oregon community college to implement a tobacco-free campus policy
Go to www.smokefreeoregon.com for a list of tobacco-free colleges in Oregon and throughout the United States.



www.clark.edu



www.lungoregon.org
503-924-4094



www.otc.edu/about/tobaccofree.php

www.smokefreeoregon.com

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This guide has been developed by the American Lung Association of Oregon, the Center of Excellence for Tobacco-Free Campus Policy at Ozarks Technical Community College (tobacco-free since 2003) in Springfield, Missouri, and Clark College (tobacco-free since 2006) in Vancouver, Washington.

The Oregon Tobacco-Free College Initiative is coordinated by the American Lung Association of Oregon in partnership with the Oregon Public Health Division/Tobacco Prevention and Education Program, county health departments, and other organizations concerned about college health and student success.

This project is funded by the Oregon Public Health Division.