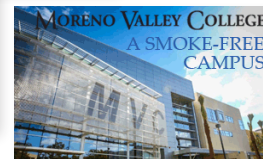
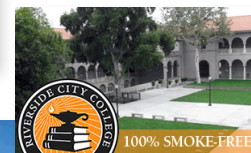


Smoke/Tobacco-Free College and University Workshop Series

February 2021



FRIDAY, FEBRUARY 12TH

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

9:15-10:00 am **YOUNG ADULT ADDICTION: TRIGGER-BEHAVIOR-REWARD**

Dr. Linda Hancock, Funny Nurse Practitioner, Health Educator & Policy Advocate

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

PRODUCTS, PREVALENCE, & PERCEPTIONS: FINDINGS FROM COLLEGE FOCUS GROUPS

Andrea Fabillaran & Katelyn Mazman, CYAN

TOBACCO TREATMENT BEST PRACTICES: HOW CAMPUS-BASED HEALTH CENTERS CAN SUPPORT STUDENTS IN QUITTING

Moreen Sharma & Shannon Haggitt, CA Quits

MOTIVATIONAL INTERVIEWING: AN EFFECTIVE TECHNIQUE TO SUPPORT QUITTING TOBACCO

Dr. Gary Tedeschi, CA Smokers' Helpline

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

USING SOCIAL MEDIA TO SUPPORT QUITTING:

Katelyn Mazman, CYAN

ENGAGING STUDENTS IN PEER-TO-PEER TOBACCO TREATMENT OUTREACH

Raeann Davis, UC Davis
Natalie Macias, University of San Francisco

HOW CAMPUSES ARE OFFERING TOBACCO TREATMENT DURING COVID

Stephanie Lake, UC Davis
Amber Lancaster, Santiago Canyon College

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

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

YOUNG ADULT ADDICTION: TRIGGER-BEHAVIOR-REWARD

Speaker: Dr. Linda Hancock, Funny Nurse Practitioner, Health Educator & Policy Advocate

From puff bars to pot, college students face a plethora of potential addictions as they navigate the pandemic. This interactive and practical session will examine how research in neuroscience and mindfulness provides a creative new approach to both tobacco and cannabis. Using knowledge from her 30-year career in student health, Dr Hancock will provide insight into how college health professionals can support students in disrupting habit loops and addiction.

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

PRODUCTS, PREVALENCE, AND PERCEPTIONS: FINDINGS FROM COLLEGE FOCUS GROUPS

Speakers: Andrea Fabillaran & Katelyn Mazman, CYAN

With so many emerging tobacco and nicotine products, it's important to learn about the products young people are using and their perceptions to effectively support students in quitting tobacco. This session will review current young adult prevalence, highlight products young people use, and feature findings from CYAN's Spring 2020 focus groups.

TOBACCO TREATMENT BEST PRACTICES: HOW CAMPUS-BASED HEALTH CENTERS CAN SUPPORT STUDENTS IN QUITTING

Speakers: Moreen Sharma & Shannon Haggitt, California Quits

Health care providers have an important role in helping young adults quit tobacco. In this session, members of the California Quits team will present strategies for asking students about tobacco use, advising to quit, and how to easily refer to off-campus resources, including the California Smokers' Helpline.

MOTIVATIONAL INTERVIEWING: AN EFFECTIVE TECHNIQUE TO SUPPORT QUITTING TOBACCO

Speaker: Dr. Gary Tedeschi, CA Smokers' Helpline

Motivational interviewing (MI) is client-centered counseling used to support behavior change. In tobacco treatment, MI is recognized as one of the ten key guidelines for supporting individuals in quitting. In this session, participants will be guided through how to effectively use MI with young adult tobacco users.

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

USING SOCIAL MEDIA TO SUPPORT QUITTING

Speaker: Katelyn Mazman, CYAN

Social media is an effective tool for reaching young people and sharing health messages. In April 2020 - January 2021, CYAN developed, tested, and launched a social media campaign aimed at motivating quit attempts and supporting youth and young adults in quitting tobacco. Findings and lessons learned from this campaign will be shared in this session.

ENGAGING STUDENTS IN PEER-TO-PEER TOBACCO TREATMENT OUTREACH

Speakers: Raeann Davis, UC Davis & Natalie Macias, University of San Francisco

A panel of campus representatives sharing strategies for engaging student educators and ambassadors to do brief interventions and support quit attempts through Peer-to-Peer tobacco treatment and support strategies. A conversation on how students can be actively involved in the tobacco treatment efforts on campus.

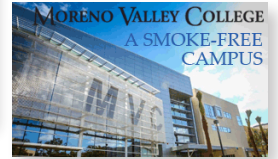
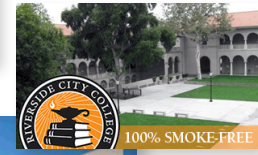
HOW CAMPUSES ARE OFFERING TOBACCO TREATMENT DURING COVID

Speakers: Stephanie Lake, UC Davis & Amber Lancaster, Santiago Canyon College

Campus closures during the pandemic have posed some challenges when offering tobacco treatment for students. In this session, campus representatives will share examples of how they are providing support for students in quitting tobacco while campuses are closed to in-person learning.

Smoke/Tobacco-Free College and University Workshop Series

February 2021



FRIDAY, FEBRUARY 19TH

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

9:15-10:00 am **A LOOK AT CALIFORNIA'S MOVEMENT FOR SMOKE/TOBACCO-FREE COLLEGES AND UNIVERSITIES**

Alex Byrd & Kim Homer Vagadori, CYAN

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

WORKING WITH CAMPUS GOVERNANCE

Alex Byrd, CYAN

WORKING WITH TRADE & TECHNICAL SCHOOLS: FINDINGS FROM INTERVIEWS

Carly Raasch, ETR Associates

DEVELOPING CAMPUS PARTNERSHIPS

Mariah Santiago, SF Community Health Center
Katie Moose, California Health Collaborative
Omar Gonzalez, ACS

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

ENGAGING STUDENTS IN ADVOCACY

Adriana Del Cid & Tatiana Del Cid, COUGH
Taylor Beckwith, Breathe CA - Sacramento

UNIQUE SUCCESS AND CHALLENGES WHEN WORKING WITH COMMUNITY COLLEGES

Lauren Campana, Columbia College
Naomi Forey, Clovis Community College

CREATING SMOKE/TOBACCO-FREE CAMPAIGN STRATEGIES

Kim Homer Vagadori, CYAN

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

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

A LOOK AT CALIFORNIA'S MOVEMENT FOR SMOKE/TOBACCO-FREE COLLEGES & UNIVERSITIES

Speakers: Alex Byrd & Kim Homer Vagadori, CYAN

For over 20 years, California colleges and universities have been working to address tobacco use on campus. CYAN will review the smoke/tobacco-free movement on campuses, highlight the numerous benefits of advocating for stronger policies, and discuss how to utilize this time to strengthen policy advocacy efforts.

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

WORKING WITH CAMPUS GOVERNANCE

Speaker: Alex Byrd, CYAN

Navigating the California Community College governance system can be daunting and confusing. This skills-based session focuses on how to maximize work with community colleges by understanding how they function. This discussion will include conversations of strategies for working with faculty senates, staff councils, unions, and student senates.

WORKING WITH TRADE & TECHNICAL SCHOOLS: FINDINGS FROM INTERVIEWS

Speaker: Carly Raasch, ETR Associates

Trade and technical schools are complex campuses with unique characteristics that may impact how community partners engage schools in smoke/tobacco-free policy work. This session will share findings from recent CYAN key informant interviews with vocational schools and include time to share lessons learned from those who have worked with trade/tech campuses.

DEVELOPING CAMPUS PARTNERSHIPS

Speakers: Mariah Santiago, SF Community Health Center; Katie Moose, California Health Collaborative; Omar Gonzalez, American Cancer Society

Building relationships with the campus is key when advocating and adopting a smoke/tobacco-free policy. This panel will share examples of creative ways to develop partnerships with various campus groups and connect the campus to the process of advocacy and adoption.

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

ENGAGING STUDENTS IN ADVOCACY

Speakers: Adriana Del Cid & Tatiana Del Cid, COUGH Student Leaders; Taylor Beckwith, Breathe CA - Sacramento

Students play an important role in the advocacy and adoption of smoke and tobacco-free policy on campus. This session will feature strategies from current and former students on student engagement and creating partnerships for smoke and tobacco-free policy advocacy on campus.

UNIQUE SUCCESSES & CHALLENGES WHEN WORKING WITH COMMUNITY COLLEGES

Speakers: Laureen Campana, Columbia College & Naomi Forey, Clovis Community College

Working with community colleges comes with its own considerations, successes, and challenges. This session is a panel discussion of the ins and outs of working with community colleges on smoke/tobacco-free policy initiatives.

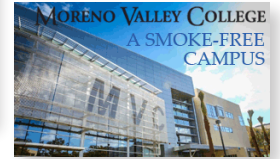
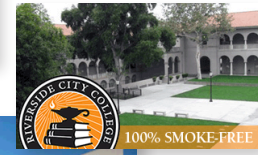
CREATING SMOKE/TOBACCO-FREE CAMPAIGN STRATEGIES

Speaker: Kim Homer Vagadori, CYAN

Strategies are critical to ensuring successful policy advocacy efforts on campus. Using the Midwest Academy Strategy Chart as a framework, this session will prepare advocates to assess power dynamics on campus, create shared goals, and identify tactics that will lead to policy change.

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**

California Youth Advocacy Network & Public Health Law Center

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

UC Representative

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: California Youth Advocacy Network & Public Health Law Center

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: TBD

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.