

# Tobacco Free Colleges Webinar Series: Policy Maintenance and Enforcement

Katie Moose, M.A.

California Youth Advocacy Network (CYAN)

Julie Chobdee, MPH

UC System-Wide Smoke and Tobacco-Free Taskforce

March 17, 2017

1:00 PM PST



# Technical Details

- Everyone will remain on mute
- Please use the chat box for questions
- The webinar will be recorded and posted to our website.

[Catobaccofreecolleges.org](http://Catobaccofreecolleges.org)



Katie Moose  
College Program Coordinator  
[katie@cyanonline.org](mailto:katie@cyanonline.org)



# Enforcement Approaches that we will discuss...PLUS a LIVE INTERVIEW!

- Citations – Administrative Fines
- Citations – County Courts
- Ambassador Programs
- BIT Programs
- 30 People/ 30 Day Campaign
- Online Compliance Training
- Administrative Enforcement
- Training Police to be Ambassadors
- Hiring Security

# California Youth Advocacy Network



## What We Can Do for You!\*

- FREE Educational Materials
- FREE Trainings
- FREE Quit Kits
- FREE Facebook Ads
- FREE One on one TA





# How to Create Change?





# Your Environment Shapes Your Behavior

A photograph of a group of people in a dimly lit bar or restaurant. In the foreground, a person's hand holds a lit cigarette, with smoke rising. Other people in the background are also smoking. The atmosphere is smoky and social.

**Smoking is the #1 cause of preventable death in the U.S.**

# Education is Not Enough



# Policies are More Effective







# Policy Advocacy

- Write letters to decision makers
- Testify at city council and county supervisor meetings
- Meet with key partners and decision makers
- Collect letters and signatures of support
- Educate community members on the need for policy change
- Collect data to support advocacy efforts (e.g., store observations)



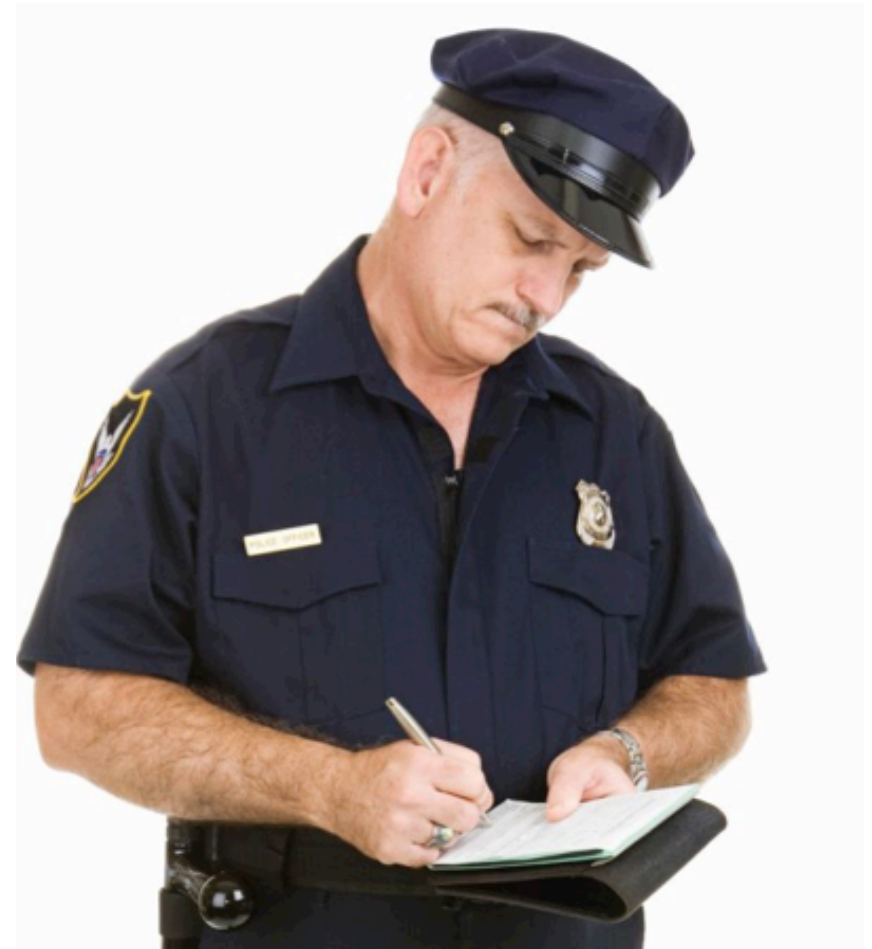
# Changing Social Norms After the Policy is Adopted





# Why Campuses are Reluctant to Use Citations

- Wary of negative interactions with police
- Don't want to be overly harsh
- Low priority



# THE SOCIAL APPROACH

# The AIR Approach

“Enforcement is Everyone’s Business”



# AIR Approach

## Pros

- Doesn't involve police
- Doesn't involve recruiting volunteers

## Cons

- People are EXTREMELY reluctant to approach individuals using tobacco on campus
- When it's everyone's responsibility, it's no ONE's responsibility

# 30 People/ 30 Day Campaign

## Promotional Kit

- T-shirt
- Copy of tracking form for faculty for flex credit
- Policy promoter button
- “I am a participant” 8 1/2 x 11 poster for office
- Smoke-free policy postcards
- List of FAQ
- Policy tear off sheets
- Instruction sheet



# 30 People/ 30 Day Campaign

## Pros

- Highly visible – increases awareness
- Staff and faculty volunteers to approach staff and faculty violators

## Cons

- Sustainable for long run?
- May get harder to recruit volunteers over time
- Volunteers may become frustrated
- People usually prefer to approach tobacco-users as a group, rather than individually

# Policy Ambassador Programs

- Campus 'rounds' or 'patrols'
- Pairs or teams
- Scripting
- Carry resources/materials
- Identification
- Hot Spots used for targeting
- Tracking experiences





# Policy Ambassador Programs

## Pros

- Does work to increase compliance on campus.
- Training (and pay) make the process much easier for the volunteers

## Cons

- Need dedicated staff to recruit and train Ambassadors
- Stubborn tobacco-users come to realize that they have no actual authority
- Ambassadors can become frustrated or disheartened



# Police/Security as “Ambassadors”

Provide training and reminder cards to  
campus police or hired security



# Police/Security as “Ambassadors”

## Pros

- Authority figures make more of an impact

## Cons

- Police have to be friendly to the idea or pay for security
- Still may have some determined tobacco users

# **PUNITIVE APPROACHES – NOT CITATIONS**

# Administrative Enforcement

- Student Code of Conduct
- Judicial Affairs
- Human Resources



# Administrative Enforcement

## Pros

- Doesn't involve police
- Doesn't involve recruiting and training ambassadors

## Cons

- Can be more punitive than a citation – many would rather receive a citation than a report on their employment record
- No enforcer means no enforcement

# Online Compliance Training

**This Training includes audio,  
please be sure your speakers are on.**



**Smoke/Tobacco-Free Policy Training**  
A Training for University of California Students, Faculty, and Staff

- Similar to traffic school
- May be used with or without a fine
- Quiz ensures violator watches the training
- Back-end details will be different for each campus

# Online Compliance Training

## Pros

- Adds “teeth” without the use of fines
- Policy Violators get to learn about tobacco industry tactics, the environmental impact of tobacco and other topics

## Cons

- Needs an “enforcer” with authority
- Backend details have to get sorted out (who will follow up?)

# Administrative Enforcement: BIT Program

- Behavioral Intervention Team
- All staff, faculty, and police are able to write a BIT report
- The BIT Team reviews the reports and recommends next steps.
- Next step is to refer to the Online Compliance Training



# BIT Program

## Pros

- Doesn't involve campus police

## Cons

- No one wants to write a BIT report for tobacco use

# USING CITATIONS

# Recommendations for Issuing Citations

- Include enforcement language in the policy
- Try education for 1-2 years first



# Recommendations for Issuing Citations

## Create Enforcement Plan

How will you know if tobacco use continues to be a problem on your campus?

What data do you need before considering alternative methods of enforcement?





# AB 795

## Campuses have two options:

- Administrative Fine – Fine paid to the university
- Court Fine – Citations through the County Court. Must first get approval through the City Attorney's Office or County Council.

[changelabsolutions.org/tobacco-control](http://changelabsolutions.org/tobacco-control)
[cyanonline.org](http://cyanonline.org)
December 2013






*This fact sheet explains how public colleges and universities in California can use citations and fines as a tool to enforce smokefree/tobacco-free policies, in order to better protect and promote the health of their students, staff, and visitors.*

**Understanding AB 795**  
Using Citations and Fines to Enforce Smokefree Campus Policies in California's Public Colleges and Universities

The health risks associated with smoking and tobacco use are well known. Tobacco-related disease is the leading cause of preventable death in the United States, accounting for an estimated 443,000 deaths every year, due to heart disease, cancer, stroke, emphysema, and other respiratory diseases.<sup>1,2</sup> Secondhand smoke is also a leading cause of death, with the U.S. Centers for Disease Control and Prevention estimating that approximately 50,000 nonsmokers die every year from diseases caused by secondhand smoke.<sup>3</sup>

Colleges and universities throughout the United States are strengthening their tobacco use policies to protect the health and well-being of their students, employees, and visitors. Unfortunately, even with stronger smokefree/tobacco-free policies, secondhand smoke may drift into buildings, cigarette litter may be a persistent problem on campus, and compliance with policies may be minimal. As a result, colleges may seek to increase compliance by issuing citations and fines to individuals who violate a campus tobacco use policy.

# Administrative Fine

## Pros

- Citations work!
- Can make fines very small (\$10 - \$25)
- Money can be used for enforcement and cessation
- Less severe than student code of conduct/  
disciplinary letter from HR

## Cons

- “Backend” logistics must get sorted out by police or administration
- Must create a process for mediation

# CSUs Can Use Education Code

## Education Code 89031

- CSU Board of Trustees can establish rules and regulations
- Allows CSU police officers to issue citations to individuals violating the smoke/tobacco-free policy.
- Misdemeanor
- Already included in the county bail schedules.



# Going through the County Courts/ Using the Education Code

## Pros

- “Backend” logistics are handled by the court system
- No mediation

## Cons

- Court fees make citations more harsh
- Should tobacco-use be considered a misdemeanor?
- If you’re not a CSU, you must first get approval from the City Attorney's Office



# Interview with Julie Chobdee:

Coordinator of UC System-Wide Smoke and Tobacco-Free Taskforce

- *When the policy was implemented what did you see happening on campus?*
- *What was the system-wide taskforce doing at this time? Where you still meeting?*
- *What were the major issues that needed to be addressed right away during that first year?*
- *The Taskforce was recently re-established after a hiatus. Please tell us why the Taskforce was re-established.*
- *What is the Taskforce working on now?*



# Interested in Using One of These Approaches?

- Citations
- Ambassador Programs
- BIT Programs
- 30 People/ 30 Day Campaign
- Online Compliance Training
- Administrative Enforcement
- Training Police to be Ambassadors
- Hiring Security

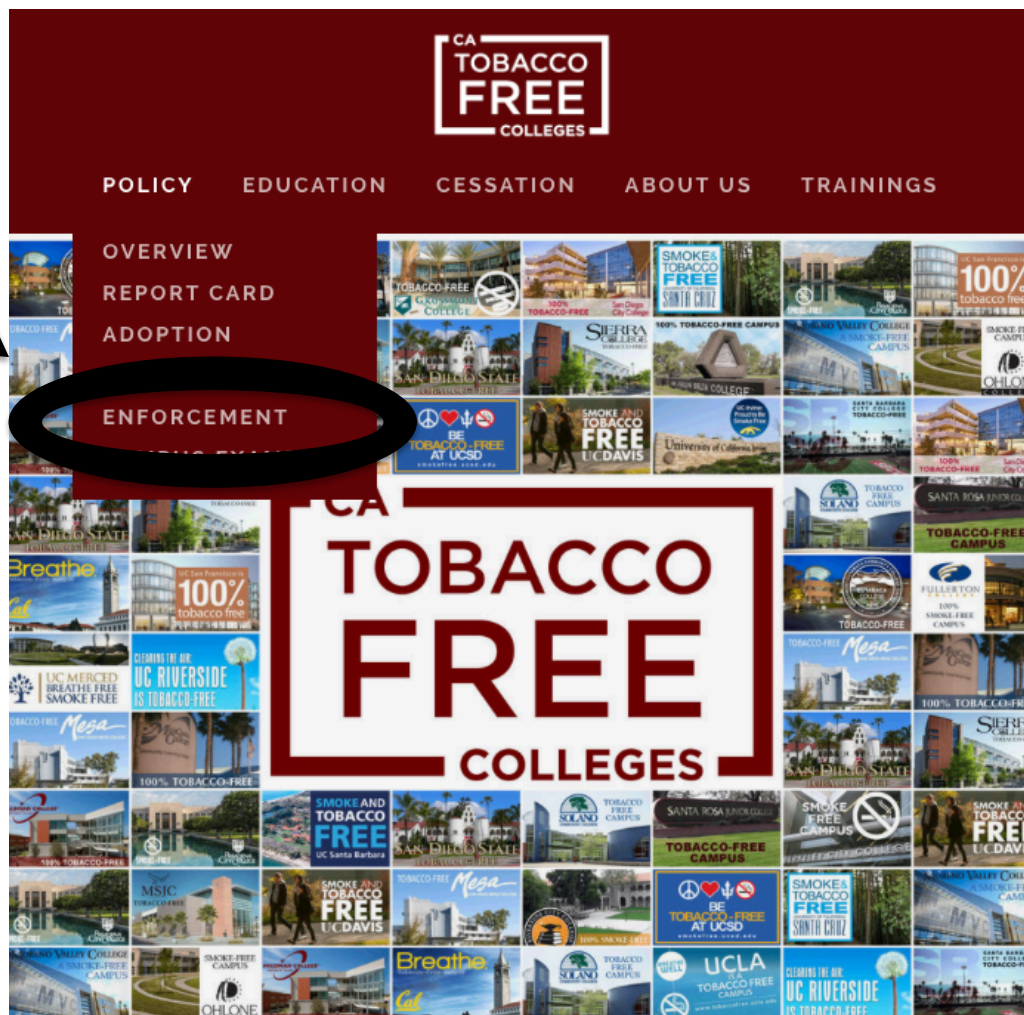
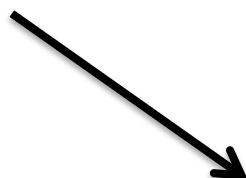
Please email me and I will put you in touch with a campus that has used that approach.



[katie@cyanonline.org](mailto:katie@cyanonline.org)

# CATobaccoFreeColleges.org

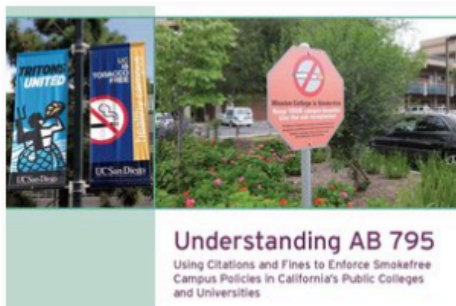
Go to “Enforcement”  
Under “Policy” Tab



# CATobaccoFreeColleges.org

## Policy Enforcement Tools and Resources

Campuses take two broad approaches to enforcement: educational approaches and punitive approaches. Campuses typically spend the first year of a new policy focusing on educational approaches and then use punitive approaches (citations and fines) as needed after that.



### Using Citations and Fines to Enforce Smoke-Free Policies

This fact sheet explains how public colleges and universities in California can use citations and fines as a tool to enforce smoke and tobacco-free policies, in order to better protect and promote the health of their students, staff, and visitors.



### Policy Compliance Training for University of California

This online training is meant to be taken by individuals that have violated the University of California system-wide tobacco-free policy. Similar to traffic school, the individual would show that they've completed the training in order to avoid fines/penalties. If your campus would like to start using this Policy Compliance Training, contact Katie Moose at [katie@cyanonline.org](mailto:katie@cyanonline.org).



### Policy Compliance Training for California Community Colleges

This online training is meant to be taken by individuals that have violated a California Community College tobacco-free policy. Similar to traffic school, the individual would show that they've completed the training in order to avoid fines/penalties. If your campus would like to start using this Policy Compliance Training, contact Katie Moose at [katie@cyanonline.org](mailto:katie@cyanonline.org).



# Wrap Up

The webinar has been recorded and will be posted to our website.

**CATOBACCOFREECOLLEGES.ORG**

Look under “trainings”

# Wrap Up

Register for Earth Day by March 24<sup>th</sup>

Go to [CATobaccoFreeColleges.org](http://CATobaccoFreeColleges.org)  
(on home page)

Recruiting for Student Leadership Board



# California Youth Advocacy Network



## Q & A