

# Tobacco Free Colleges Webinar Series: Policy Implementation

Katie Moose, M.A.  
California Youth Advocacy Network (CYAN)

February 10, 2017





# 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)



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# 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



## California Youth Advocacy Network College Program History

Timeline of Campaigns and Recognitions



Resources

Moorpark's Story

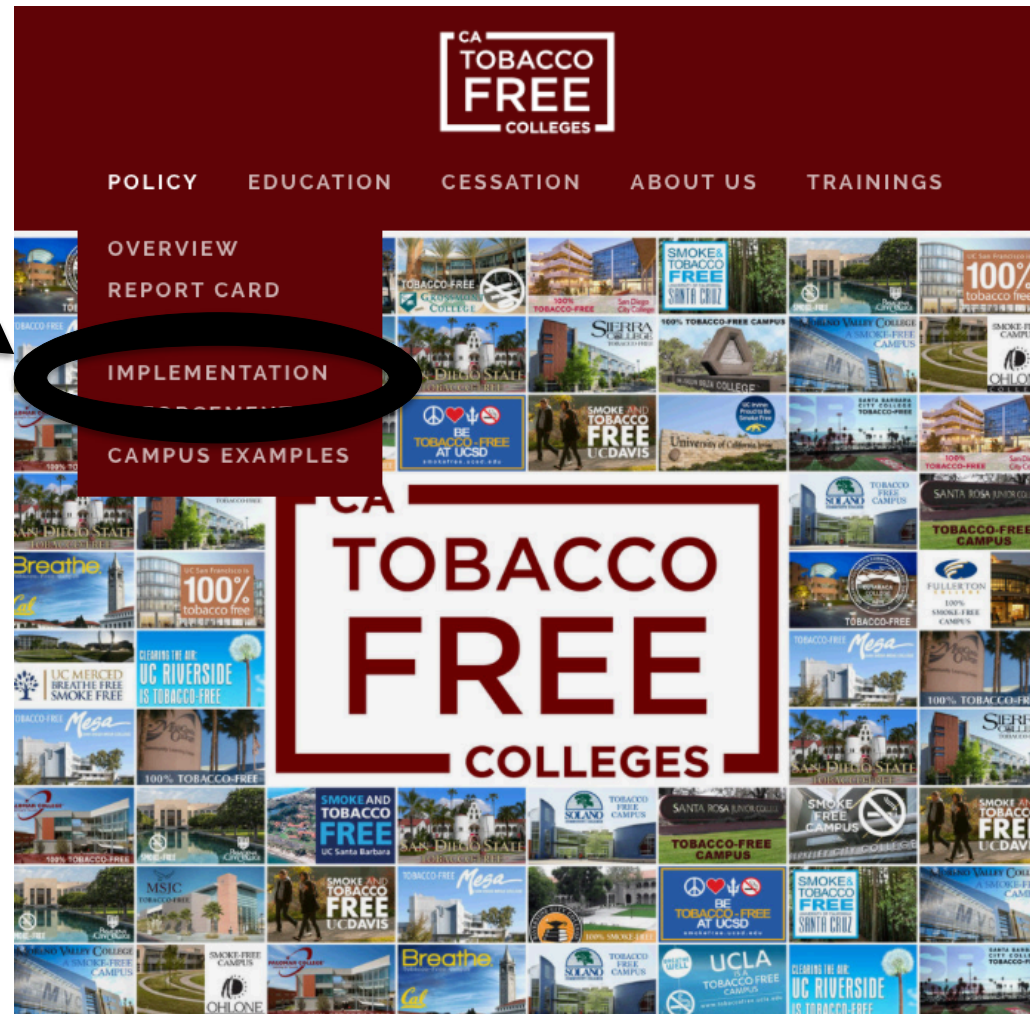
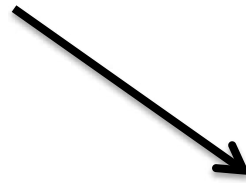
CSU Northridge's Story

Recommendations

CATOBACCOFREECOLLEGES.ORG



Go to  
“Implementation”  
Under “Policy” Tab



6-Month  
Implementation  
Timeline

18-Month  
Implementation  
Timeline

Recommendations

### Policy Implementation Tools and Resources

Campuses typically take six months to one year to plan and prepare their campus for the implementation of a new smoke or tobacco free policy. A campus might announce their intentions to go smoke or tobacco free and then actually launch the new policy in the Fall of the next year.



**6-month Implementation Timeline**

Wondering how you can prepare your campus for a new tobacco-free policy? Check out this timeline of implementation activities to get a sense for the kinds of activities that need to be completed before your new policy goes into effect. This timeline is condensed to a 6-month period.



**18-Month Implementation Timeline**

Wondering how you can prepare your campus for a new tobacco-free policy? Check out this timeline of implementation activities to get a sense for the kinds of activities that need to be completed before your new policy goes into effect. This timeline is stretched over an 18-month period.



**Sample Policy Implementation Budget - Large University**

Policy implementation budgets will vary widely from campus to campus. We have seen some budgets for \$5,000 and some for \$200,000. This sample budget is for a larger university and is on the higher end.



**Recommendations for Implementing a Tobacco Use Policy on Campus**

These are recommendations for implementing a tobacco-free policy on campus prior to the launch of the new policy, during the first year of the new policy and beyond.



**Sample Detailed Action Plan**

This sample action plan offers a more detailed list of activities to be completed before a policy goes into effect. Activities are divided by subcommittee including: communication, facilities, education, and training.



**Places to Include Policy Language (UC System)**

This list was created by the UC Smoke and Tobacco-Free Taskforce to help their campuses promote the policy as widely as possible. Widely promoting the policy is the best way improve policy compliance on campus.

Sample Budget  
(Large University)

Detailed Action  
Plan

Places to  
Promote the  
Policy



# Policy Implementation Stories

## Moorpark College



Sharon and Allison  
Student Health Center  
[abarton@vcccd.edu](mailto:abarton@vcccd.edu)

## California State University Northridge



Marianne and Karina  
Klotz Student Health Center  
The University Corporation  
[Karina.Ward@csun.edu](mailto:Karina.Ward@csun.edu)



# SHARE<sup>THE</sup> air

**Moorpark College is  
100% TOBACCO FREE**

*No smoking, chewing, or vaping  
anywhere, anytime on campus including  
buildings, grounds, and parking lots.*

Sharon Manakas, MSN, RN  
Coordinator , Moorpark College Student Health Center  
Allison Barton, MPH, BSN, RN, CHES,  
Health Educator, Moorpark College Student Health Center



Votes Moorpark College  
“Best Place to Smoke and Skate.”

# MC Tobacco-Free History

**HEALTHFUL AIR**  
COMING SOON TO MOORPARK COLLEGE!

# SHARE THE AIR

HELP US AS WE STRIVE TO BE **TOBACCO FREE**

Let's promote and protect the health of all campus community and preserve our campus environment! Moorpark College will soon restrict all tobacco use.

**Phase I**

**EFFECTIVE AUGUST 2016**  
Moorpark College will be 100% TOBACCO FREE

**NO SMOKING**

**NO TOBACCO**

**NO VAPOR**

**EFFECTIVE AUGUST 2018**  
**Smoking, Vapor and Tobacco ALLOWED ONLY In these areas**

parking lots B, F (designated area only), and PA, with the exception of handicap areas.

No tobacco will be permitted on, or in, any campus property, including building lots and vehicles. All other smoking in and on Moorpark College facilities is expressly prohibited. Violators shall be subject to appropriate disciplinary action—see Student Conduct Code.

For HELP to QUIT TOBACCO, call 1-800-NO BUTTS or MC Student Health Center at 805-378-1413

**MOORPARK COLLEGE**  
STUDENT HEALTH CENTER  
805-378-1413 | [www.moorparkcollege.edu/health](http://www.moorparkcollege.edu/health)

**2001** Through the efforts of Moorpark College, Ventura County Community College District (VCCCD) changes its smoking policy to allow individual colleges to adopt a more restrictive policy. Now free to do so, Moorpark College designates 7 smoking areas on campus. At the time, California State law prohibited smoking within 5 feet of the exit or entrance of any building. Over the course of the next few years, this policy was tightened to only 3 smoking areas.

**2005** Moorpark College restricts smoking to parking lots only.

**2011** VCCCD policy changes to reflect the new California State's "20-foot law" but continues to allow individual colleges the option of adopting a more restrictive policy.

**2013** Moorpark College limits smoking to certain parking lots to reduce secondhand smoke exposure to the Child Development Center, handicap parking areas, and major entrances and exits to campus.

**2015** Policy was passed to phase in the new 100% Tobacco-Free policy.

**August 2015** Phase I of the 100% Tobacco-Free policy went into effect: tobacco use allowed only in designated parts of parking lots B, F, and PA.

**August 2016** Phase II of policy implementation went into effect. NO tobacco use of any kind is allowed in or on any VCCCD property, including buildings, grounds, or parking lots, by students, faculty, staff, or visitors.

# VCCCD and MC Policies



## VCCCD Smoking Policy

In the interest of the health and welfare of students, employees, and the public, smoking is banned during any instructional, programmatic, or official district or college function, in all District vehicles, in all District buildings, and within twenty feet of the exit or entrance of any building. Individual colleges may adopt a more restrictive policy.

## Moorpark Policy – 100% Tobacco Free

Smoking, including the use of electronic smoking devices and the use of tobacco products, is prohibited on all property and in all indoor and outdoor spaces owned, leased, licensed, or otherwise controlled by VCCCD. Smoking, including the use of electronic smoking devices and the use of smokeless tobacco products, is prohibited in all vehicles owned by VCCCD, and at any event or activity on campus property. Furthermore, the use of nicotine products or nicotine delivery systems that are not regulated by the Food and Drug Administration (FDA) as cessation devices is prohibited in all indoor and outdoor spaces where smoking and tobacco use is prohibited. Products covered under this policy include, but are not limited to, cigarettes, cigars, pipes, water pipes (hookahs), electronic smoking devices such as electronic cigarettes and electronic hookahs, chewing tobacco, spit tobacco, snus, snuff, and dissolvable tobacco products.

# Standard Bearer Needed

- Sharon Manakas
- Safety and Wellness Committee
- Ventura County Public Health Tobacco Education
- CYAN

# On-Campus Partners

- Maintenance
- Business Services
- Campus Police
- Associated Students

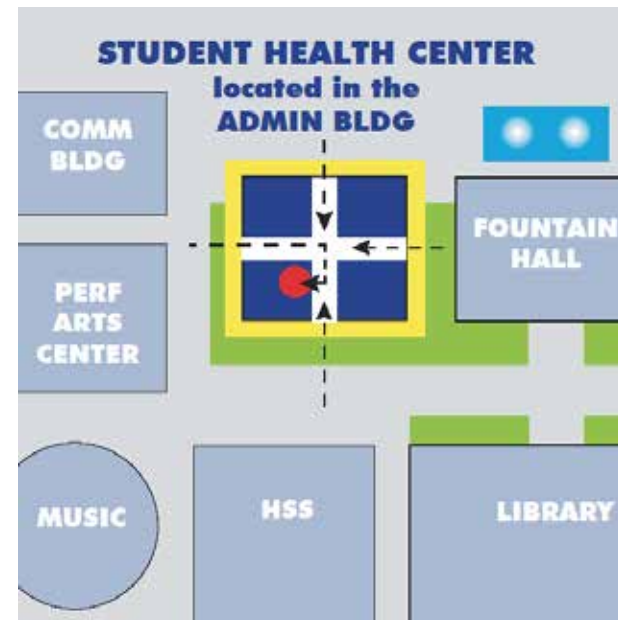
# Quit Tobacco Services

Physician-supervised quit services are available for students, faculty, and staff at the MC Student Health Center.

Call 805-378-1413

-or-

Visit Admin. Bldg. Rm-111  
to make an appointment.



# Unconventional Policy Promotion

- Banners, flags, door clings, webpage
- Event Program and PA Announcements
- MC Police/Cadet Training



# Enforcement

- Social Enforcement
- Behavioral Intervention Team (BIT) Reporting
- Code of Conduct
- Campus Police/Cadets

# Lessons Learned

- Don't be discouraged.
- Do what it takes.
- Capitalize on relationships, and be willing to reassess relationships.
- Borrow good ideas from other campuses.
- Take advantage of grants to fund your implementation.

# Clear The Air

Smoke and Tobacco Free  
California State University  
Northridge

Fall 2015 Launch Plan

Presented by Karina Ward & Marianne Link, MPH

# Timeline

## ▶ Fall 2013

### ▶ President's Help CSUN Shine Brighter Initiative

- ▶ President asked campus community, Should CSUN become smoke-free?

- ▶ Result: 75.4% Yes

## ▶ 2013-2014

### ▶ “Becoming a Smoke-Free Campus Task Force”

- ▶ Presidential appointments

- ▶ Co-chairs:

- Dr. Linda Reid-Chassiakos, Director, Klotz Student Health Center

- Professor Diane Schwartz, Department of Computer Science

- ▶ Broad campus representation

# Timeline, cont.

## ▶ August 2014

- ▶ Presidential Announcement: CSUN to become a smoke- and tobacco-free campus by Fall 2015
- ▶ Smoke-Free Steering and Implementation Committee formed
  - ▶ Presidential appointments
  - ▶ Co-chairs:
    - Dr. Linda Reid-Chassiakos, Director, Klotz Student Health Center
    - Ken Rosenthal, Associate Vice President for Facilities Development and Operations
  - ▶ Karina Ward - Project Coordinator
    - ▶ Tasked with facilitating each sub-committee
    - ▶ Scheduling
    - ▶ Budgeting

# University Smoke- and Tobacco-Free Policy

## ► Policy

### ► Effective date: August 19, 2015

- Smoking and the use of tobacco are prohibited in all areas of campus including parking lots and structures

- Off-campus leased spaces
- On-campus residences (students, faculty, and staff)
- State/university-owned vehicles

### ► Resources Offered

- Smoking cessation counseling for students, faculty & staff
- Free nicotine replacement therapy
- Website

## SMOKE-AND TOBACCO-FREE CAMPUS BOUNDARY MAP

The following campus map provides the boundaries (see the red dotted line) for the smoke-and tobacco-free campus initiative.

Consistent with the smoke-and tobacco-free campus policy, use of all tobacco products, e-cigarettes, and/or snuff within the boundaries indicated on the map (see grayed-out area) is prohibited.



# Planning Framework / Process

- ▶ Committee - Representation from various campus partners
  - ▶ Associated Students
  - ▶ Department of Police Services
  - ▶ Environmental Health & Safety
  - ▶ Faculty
  - ▶ Human Resources
  - ▶ Klotz Student Health Center
  - ▶ Marketing & Communication
  - ▶ Physical Plant Management
  - ▶ Student Affairs
  - ▶ Student Outreach and Recruitment
  - ▶ The University Corporation (Auxiliary)

# Planning Framework / Process, cont.

- ▶ Main Committee
  - ▶ Administrative
  - ▶ Project Oversight
  - ▶ Weekly Meetings
- ▶ Subcommittees - Formed to Manage Targeted Tasks
  - ▶ Communications and Marketing
  - ▶ Facilities
  - ▶ Education
  - ▶ Training
  - ▶ Enforcement

# Subcommittees

- ▶ **Communications & Marketing:**
  - ▶ Design, Website, Signage, Messaging, Social Media, Campus Outreach
- ▶ **Facilities:**
  - ▶ Physical Plant Management
- ▶ **Education:**
  - ▶ Peer Education, Student Leader Training, Smoking Cessation Resources
- ▶ **Training / Performance Measurement:**
  - ▶ Develop performance metrics & protocols, environmental scan, develop mechanism for collecting/analyzing field contact data, CYAN evaluation
- ▶ **Enforcement:**
  - ▶ Enforcement and Compliance

# Action Plan

- ▶ Action Planning Tool Developed
  - ▶ Details Every Activity from Each Subcommittee

CSUN Becoming A Smoke-Free Campus Action Plan							
CALIFORNIA STATE UNIVERSITY NORTHBRIDGE							

# Policy Awareness

- ▶ Website
- ▶ Signage
- ▶ Clear the Air Advocates
- ▶ Bookmark
- ▶ CSUN Sundial
- ▶ Promotional Materials
  - ▶ Pens
  - ▶ Hand Sanitizer
  - ▶ Mints
  - ▶ Pencils
  - ▶ Reusable Bags



Lawn Sign



Coffee sleeve Door decal



Website



Bookmark



Signage Map



Banner



Enforcement



Light pole banner



A-Frame sign

# Clear the Air Advocates

- ▶ Based on CSU Fullerton's Fresh Air Advocates
- ▶ Objective/Role
  - ▶ Policy awareness, education
  - ▶ Outreach events
  - ▶ Signage Assessment
- ▶ Benefits
  - ▶ Peer to peer education for students
  - ▶ Unique opportunity for Advocates
- ▶ Cost
  - ▶ Paid position, 20-hours/week maximum



Farmers Market



New Student Orientation

# Data Collection

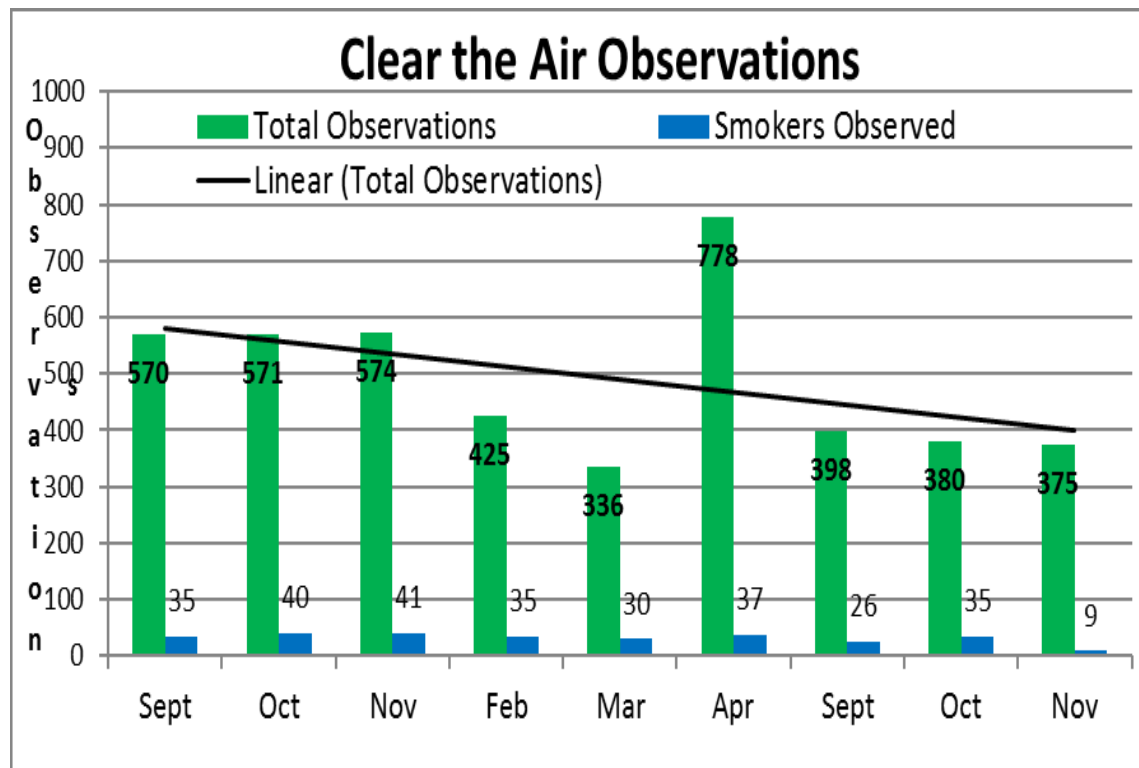
## ▶ Smoking Log

- ▶ Maintained by Environmental Health & Safety Department
- ▶ Open to CSUN campus community
- ▶ Advocates primary contributors
- ▶ Date, time, location, action taken

	A	B	C	D	E	F	G	H	I	J
1	Entry #	Date	Source	Received via	Reported by	Contact Info	Location of concern (be specific)	Time of occurrence or report	Details	Action taken
5551	5546	12/15/2016	Advocate	Email	Katherine		SC	9:35 AM	..No smokers observed.	None necessary
5552	5547	12/15/2016	Advocate	Email	Katherine		CS	9:37 AM	..No smokers observed.	None necessary
5553	5548	12/15/2016	Advocate	Email	Katherine		MG	9:41 AM	..No smokers observed.	None necessary
5554	5549	12/15/2016	Advocate	Email	Katherine		USU	9:48 AM	..No smokers observed.	None necessary
5555	5550	12/15/2016	Advocate	Email	Katherine		SRC	9:54 AM	..No smokers observed.	None necessary
5556	5551	12/15/2016	Advocate	Email	Katherine		Matador Walk	10:00 AM	..No smokers observed.	None necessary
5557	5552	12/13/2016	EHS	In person			Log outside of EHS	11:00 AM	1 smoker observed, EHS EE interacted.	None necessary
5558	5553	1/23/2017	EHS	In person			NE corner of B5 parking structure	9:15 AM	1 smoker observed, EHS EE interacted.	None necessary
5559	5554	1/23/2017	EHS	Phone			North side of JD	2:45 PM	Multiple smokers outside the north	None necessary
5560	5555	1/26/2017	EHS	In person			North of Juniper Hall	11:00 AM	..A frame vandalised with "Joester" in	Informed grounds to
5561	5556	1/26/2017	EHS	Phone			3rd floor to JD	1:00 PM	Someone keeps going up to the 3rd	Informed PPM to check
5562	5557									

## Data Collection, cont.

### ► Smoking Log, cont.



# Cigarette Waste Clean-up Day

- ▶ 2015
  - ▶ Earth Day
  - ▶ 83 Volunteers, one-hour each
  - ▶ Gloves, bags, t-shirts, water
  - ▶ Map of smoking “hot spots”
  - ▶ Results: 18,945 pieces of waste
- ▶ 2016
  - ▶ Repeated program
  - ▶ 63 Volunteers
  - ▶ Results: 8,762 pieces of waste



# CYAN Services / Resources

- ▶ Steering Committee Conferenced with CYAN
- ▶ CYAN Website
  - ▶ Materials
  - ▶ Webinars
- ▶ Subcommittee Support
  - ▶ Phone conferences
- ▶ Evaluation Instruments
  - ▶ Policy Review
  - ▶ Environmental Scan



# Moving Forward

- ▶ **Committee**
  - ▶ Continues to meet once a semester
- ▶ **Advocates**
  - ▶ Only outreach events and special projects now. Will phase out this year.
- ▶ **Enforcement**
  - ▶ Excellent compliance. No citations at this point.
- ▶ **National College Health Assessment 2018**
  - ▶ Smoking data will be collected.

# Clear the Air

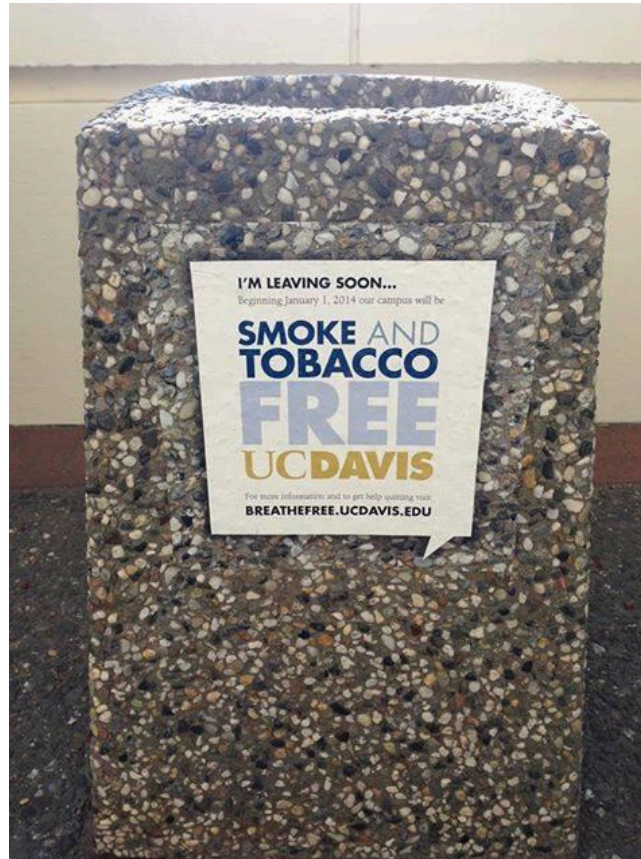
## Smoke and Tobacco Free CSUN

- ▶ Thank you!
- ▶ Questions?



## Recommendations

Give yourself enough time – at least 6-months



# Recommendations

## Implementation taskforce (assign someone to coordinate)

### Suggested Membership:

- Faculty
- Staff
- Students
- Human Resources
- Facilities and Maintenance
- Student Health
- Campus Police
- Campus Admin
- Communications
- Health and Safety
- Risk Management
- Etc.





# Recommendations

## Widely promote the policy

### **Leadership/Administration**

Communications to campus from Chancellor or other leadership

### **Human Resources**

Job Descriptions or Jobs webpage

Offer letters

Employment Application (add language to certification)

Applicant touch points - phone screens, email screens, recruitment brochures/  
job fair materials

### **Student - Admissions and Orientations**

Admissions website and materials (Grad/Undergrad)

Student Orientation – freshman, graduate, transfer

Student Guide/Handbooks – undergraduate, graduate, transfer

Code of Conduct

Student Health website and communications

Student Academic Affairs website

Campus Tours

### **Staff Orientations/Trainings**

New Staff Orientation

Staff handbook

Manager/Supervisor Trainings

Post-Doc Office

### **Contracts/Agreements**

Contracts/agreements with vendors and contractors

Housing contracts

Conference center contracts

### **Faculty**

Academic Personnel office – Materials for Faculty

New Faculty Orientation

International Scholars Office

### **Other places to consider:**

Computer log in screen at Libraries or other public portals

Campus Tour scripts

Athletic event tickets/flyers/Announcements

Large Student event ticket/flyers

Parent Orientation

Wellness Program materials

EH&S materials

Occupational Health materials

Town Halls

Student Events

Student Newspaper

Posters within residence halls, dining halls, and employee break areas

Alcohol/Tobacco/Drug education modules

Ambassador Program

Housing websites

Alumni Center

Associated Students/Student Government website or Social Media

Campus Health Services

Career Center

Conference, Events and Catering Services

Visitor Information and Maps

International Student Center

Libraries

Parking garage tickets

## Recommendations

Brand the Policy/ Use positive messaging





## Recommendations

# Promote Cessation

ASK, ADVISE, REFER



1-800-NO-BUTTS

NOBUTTS.ORG

- 6 languages
- Personalized Quit Plan
- Free Nicotine Patches for Qualified Callers
- Evidenced-Based Cessation Counseling

## Recommendations

### 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?

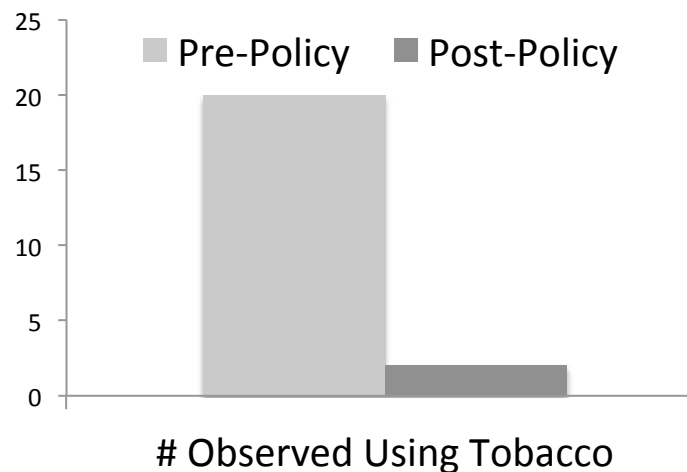




## Recommendations

To see change, you HAVE to collect Baseline Data...

Before the Policy → After the Policy





# Wrap Up

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

**CATOBACCOFREECOLLEGES.ORG**

Look under “trainings”



# Wrap Up

## Policy Enforcement Webinar

*Enforcement strategies*

*Using citations*

*Policy maintenance strategies*

**Friday, March 17<sup>th</sup>, 1-2 PM**

Register at: [CATOBACCOFFREECOLLEGES.ORG](http://CATOBACCOFFREECOLLEGES.ORG)  
(click “trainings”)