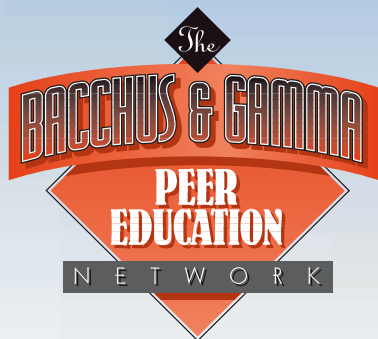


Campus Resource Guide for Tobacco Control Activities





Letter to Advisors and Students of the Network	2
Position Statement on Tobacco on College and University Campuses From the American College Health Association Guidelines	3
Reference Information	4
Programming Ideas	10
Tobacco-Free Campuses and Housing	22
Smoking Cessation	25
Marketing	30
Resources	34
Campus Assessment Appendix A	37



Dear BACCHUS and GAMMA Students and Advisors:

I am pleased to announce a tobacco prevention and control campaign, *Road Rules: Your Travel Guide to a Tobacco-Free Campus*, developed by **The BACCHUS and GAMMA Peer Education Network** to help campuses educate on tobacco issues and encourage students to quit smoking cigarettes. We hope to provide resources and motivation for you, our affiliates, in order to help you program on this important student health issue.

The U.S. Centers for Disease Control and Prevention (CDC) has selected The BACCHUS and GAMMA Peer Education Network to help make tobacco prevention a higher priority on college and university campuses. This grant has been awarded by the Office on Smoking and Health.

In addition to many programming ideas included in this manual, we have provided some sample posters, pamphlets, stickers, ad slicks and artwork to help you with the health promotion. Additional copies of these items are available through our materials center by using the enclosed order form. *Any of these items can be used for The Great American Smokeout on Thursday, November 15, or anytime during the year.* If your campus wants to add an additional programming push, you might also consider adding some program efforts during the month of January when resolutions about healthy habits become foremost in our minds.

Another resource you don't want to miss can be found in Appendix A where you can take a short assessment of your campus climate around tobacco issues. This assessment tool can help you to discover areas that your campus or group could focus on to create a healthier campus environment. After taking the assessment, note that there are resources throughout this manual to help you address many campus weaknesses you may have discovered.

As always, we believe in the power of peer education. We hope, like the majority of college and university students (64.5%), that most of your students are tobacco-free. Use the "positive peer pressure" that comes with the social norm approach to hopefully convince even more people to get the support they need to quit this unhealthy habit, or to never even take it up.

We are excited about this newest campaign from BACCHUS and GAMMA and our additional tobacco prevention resources to be developed in the year to come. If you have any suggestions, questions, or comments, feel free to contact us.

Continued success with your efforts on this important issue!



Drew Hunter
Executive Director

In June of 2000, the American College Health Association created a position statement on tobacco on college and university campuses. This position statement focuses on recommendations for actions that colleges and universities can take to prevent initiation of tobacco use and promote cessation of tobacco use on campus. As members of the ACHA Tobacco Task Force, BACCHUS and GAMMA supports the position statement below.

ACHA Guidelines June 2000

Position Statement on Tobacco on College and University Campuses

The American College Health Association (ACHA) acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and passive, is a significant health hazard. ACHA further recognizes that environmental tobacco smoke (ETS) has been classified as a Group-A carcinogen (known to cause cancer to humans). In light of these health risks, the American College Health Association has adopted a NO SMOKING policy and encourages colleges and universities to be diligent in their efforts to achieve a campus-wide tobacco/smoke-free environment.

ACHA joins with other professional health associations in promoting tobacco/smoke-free environments. ACHA also supports the health goals of the U.S. Public Health Service (USPHS) to reduce the proportion of adults who smoke to below 12% by the year 2010 and to positively influence America's college students to help them remain or become tobacco/smoke-free.

Efforts to promote tobacco/smoke-free environments have led to substantial reductions in the number of people who smoke, the amount of tobacco products consumed, and the number of people exposed to environmental tobacco hazard. ACHA acknowledges that achieving a tobacco/smoke-free environment requires strong leadership and support from all members of the higher education community. Because the improvements to health can be so significant, ACHA recommends that colleges and universities take the following actions to address prevention, reduction of use, and cessation as it pertains to tobacco/smoking issues:

- Inform all members of the campus community by widely distributing the campus tobacco/smoking policy.
- Offer prevention and education initiatives that support non-use and address the risks of tobacco use.
- Offer programs and services that include practical steps to quit using tobacco products.

- Prohibit the campus-controlled advertising, vending, sale, or free sampling of tobacco products on campus.
- Prohibit the sponsorship of campus events by tobacco-promoting organizations.
- Prohibit smoking in all public areas of the campus:
 - Classrooms, lecture halls, auditoriums, laboratories
 - Museums, libraries, Gymnasiums, stadiums/coliseums, other athletic facilities
 - Building entrances, waiting areas, halls, restrooms, elevators, stairs
 - Health facilities, counseling centers, child care centers
 - Buses, vans, all other campus vehicles
 - Within 20 feet of the entrance to any campus building
 - Meeting rooms, private offices
 - Dining facilities
- Prohibit smoking in all residence halls, dormitory facilities, and other campus-owned and sanctioned housing including, but not limited to lounges, hallways, stairwells, elevators, restrooms, laundry rooms, and shared and private rooms.
- Clearly identify all non-smoking areas with signs.
- Discourage the use of smokeless/spit tobacco and prohibit its use in all indoor facilities.
- Support and encourage frequent and consistent enforcement of all tobacco/smoking-related policies, rules and regulations.

