



The **BACCHUS** Network  
Saving Lives Since 1975

# Creating a Tobacco-Free Campus

Collegiate Tobacco Mailing 2008

- Assemble a Task Force
- Build Your Power
- Create a Healthier Campus

Getting Started

[bacchusnetwork.org](http://bacchusnetwork.org) | [tobaccofreeU.org](http://tobaccofreeU.org)



Creating Tobacco-Free Generations

## **About The BACCHUS Network™**

The BACCHUS Network™ is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of the organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high-risk behaviors. The organization will devote the substantial portion of its resources and activities to:

- create and foster a thriving network of institutions and young adult led peer education groups supporting health and safety initiatives,
- empower students and administrators to voice their opinions and needs to create healthier and safer campus communities,
- develop and promote cutting edge resources and health promotion campaigns that support peer education, campus leadership, and activism on health and safety issues,
- provide exceptional conferencing and training opportunities for students, young adults and professionals to support health and safety strategies,
- encourage national forums on young adult health and safety concerns,
- promote and disseminate research and effective strategies that better help campuses and communities address health and safety issues, and
- advocate for effective and sensible policies and practices for campus and community health and safety issues.

Affiliates with our Network are concerned with the health of their students, their institution and their community. Students of all ages are faced with making personal decisions about health and safety. Developing positive decision-making skills impacts student life and prepares students to enter the real world and the greater community to promote healthy and safe lifestyles. BACCHUS promotes respect for state laws and support for campus policies that address high-risk behaviors that compromise health and safety.

The BACCHUS philosophy is that students can play a uniquely effective role - unmatched by professional educators - in encouraging their peers to consider, talk honestly about and develop responsible habits and attitudes toward high-risk health and safety issues.



# M O M E N T U M

Creating a Tobacco-Free Campus

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## From Inertia to Momentum

Inertia = resistance to change; stagnation

Momentum ( $p = mv$ ):

$$p = mv$$

# power to create a movement!

Welcome to the 2008 annual Collegiate Tobacco Mailing, “Momentum: Creating a Tobacco-Free Campus” the newest prevention and control resource from The BACCHUS Network™. This year, based on lessons we have learned from our grant-funded tobacco work in Colorado and Montana, we are helping you work toward the ultimate collegiate smokeout—a tobacco-free campus.

The goal of this booklet is different from past programming manuals you may have seen. “Momentum: Creating a Tobacco-Free Campus” is focused on policy work and the immense networking and relationship building that goes with it.

BACCHUS is building a comprehensive kit dedicated to policy change, including detailed task force tips, fact sheets, evaluation tools, and more. Look for announcements on [tobaccofreeU.org](http://tobaccofreeU.org).

This manual is meant for college professionals and student leaders that are passionate about creating a healthier campus. Each section lists specific ways that peer educators can play an active role in the process, along with helpful BACCHUS resources available in the Tobacco Materials Catalog.

The goal of this booklet is not necessarily for you to attempt to change a tobacco policy immediately. Certainly, that would be a tremendous feat, but the goal is to build your capacity and your ability to influence the campus in a way that sets the stage for change. The CDC recommends that a comprehensive tobacco control program include prevention, cessation, and reduction of secondhand smoke. Policy work is an effective way to reduce secondhand smoke and build support for your campus tobacco control program. Think of it this way: hold events that highlight the health risks of tobacco use; use the enthusiasm from those events to build your influence for policy change; work strategically with those who influence policy decisions to gain buy-in; change the policy and decrease tobacco use and related health risks.

Comprehensive tobacco policy is a tool for creating campus norm change. In other words, it is a clear statement that your campus values health and, therefore, tobacco use is not an accepted part of campus life. Campuses across the country have begun a movement toward tobacco-free standards. Now the momentum comes to you.

Hold events that highlight the health risks of tobacco use.

Use the enthusiasm from those events to build your influence for policy change.

Work strategically with those who influence policy decisions to gain buy-in.

Change the policy and decrease tobacco use and related health risks.



## **Momentum: Creating a Tobacco-Free Campus**

### **Learning Objectives**

After reading and utilizing the information in this guide and planning programs, the following people will be able to:

#### **For Professionals**

- Understand the issues of tobacco use and secondhand smoke
- Learn to organize and administer a task force
- Present a reasoned, cogent argument for policy change
- Take a leadership role in advocating for policy change
- Speak about the importance of tobacco policy
- Understand the ways in which interactions with the media can impact policy change

#### **For Student Leaders**

- Demonstrate empathy toward tobacco users
- Learn to educate the community about tobacco use and secondhand smoke
- Take a leadership role in advocating for policy change
- Speak about the importance of tobacco policy
- Learn to address setbacks, political issues, and failures
- Show support for tobacco cessation resources

#### **For the Campus Community**

- Understand the consequences of secondhand smoke exposure
- Learn the importance of tobacco policy
- Actively participate as a member of a task force
- Think critically about the “rights” of tobacco users and non tobacco users





## Introduction

### Easing the Fear of Policy Work

Often, when we ask campus peer education groups to work on policy issues, a look of terror overcomes them. Policy work is rather daunting, eliciting thoughts of law school and high-level negotiations. Many students and advisors may feel like they are not qualified to work on policy.

The truth is that all the work you currently do in prevention and health promotion lends itself to policy change. Policy is nothing more than an official declaration of accepted behavior. In this case, you are advocating for healthy campuses free of tobacco. The goal in this work is less about the actual policy change and more about building your capacity and potential for change. The goal is to start a movement and build momentum. The power you create will transfer over to other initiatives, whether it be alcohol issues, sexual assault prevention, fitness programs, or just financial support for your department. The groundwork you lay, the people you meet, and the connections you make will benefit the overall health of the campus over time.

**The truth is that all the work you currently do in prevention and health promotion lends itself to policy change.**

### Making Your Normal Events Policy Events

If you are brand-new to the policy change world and policy is not in your tobacco activity work plan for the year, do not worry. You can still lay the groundwork by incorporating elements of policy into your current tobacco events. For example, this can be as simple as gathering names and emails of people interested in secondhand smoke prevention. Have sign-up sheets at every event you hold. This will allow you to build a database of supporters.

Emphasize any normative messages that are supported by data and will resonate with students. If you have collected data from student health risk behavior surveys, such as NCHA, or Core, you might want to utilize social norms marketing. Social norms messages like, “Most students prefer to socialize in a smoke-free environment” are excellent ways to have people begin thinking about the issues at hand. More than anything, use your events to start the conversation about tobacco use. You do not even need to mention the word “policy” until you have spread the message that tobacco use and secondhand smoke are serious health risks.

### The Power of Social Norms Marketing

The social norms approach uses a variety of methods to correct negative misperceptions (usually overestimations of use), and to identify, model, and promote the healthy, protective behaviors that are the actual norm in a given population. When properly conducted, it is an evidence-based, data-driven process, and a very cost-effective method of achieving large-scale positive results.<sup>1</sup>

This can be a powerful tool when building momentum for policy change. By helping students understand the true use rates and student attitudes toward tobacco use, resistance to tobacco-free policies will decline. Be sure to incorporate social norms marketing into your overall plan.

For more information on social norms marketing, see [socialnorms.org](http://socialnorms.org)

<sup>1</sup> From <http://socialnorms.org/FAQ/FAQ.php>