

# De Anza College's No Smoking Policy

Presented by  
Mary-Jo Lomax, MSPH  
Health Educator  
De Anza College Student Health Services  
January 2009

1/29/09

1

## History

- ▲ In December 2002, Foothill-De Anza Community College Board of Trustees amended No Smoking Policy to include no smoking 25 feet from doorways, windows, and ventilation systems.
- ▲ The policy relied on "the consideration and cooperation of smokers and non-smokers. It is the responsibility of all members of the District to observe and follow the guidelines."
- ▲ The policy was difficult (impossible?) to enforce
  - ▲ Who?
  - ▲ How?

1/29/09

2

## Moving Towards a Smoke-free Campus

- ▲ In November 2004, sent an online survey to all students, faculty and staff at both colleges and Central Services asking their opinions about current smoking policy.
- ▲ 6,800+ responded (most within first 2 days)
- ▲ Majority of respondents were students (6,303)

1/29/09

3

## Survey Highlights

- ▲ 12% smokers, 15% former smokers, 72% non-smokers
- ▲ 63% thought second hand smoke was a problem on campus
- ▲ 57% didn't think current 25 foot policy was being followed
- ▲ 64% said non-smoking campus would improve their learning/working environment
- ▲ 44% wanted smoke-free campus
  - ▲ 27% wanted designated smoking areas
  - ▲ 20% wanted the current 25 foot policy
  - ▲ 9% wanted 40 foot policy

1/29/09

4

## Armed with Numbers

- ▲ We presented survey results to all governing bodies on both campuses
- ▲ Told them our plan to go to the Board and asked for their support

1/29/09

5

## Taking it to the Board

- ▲ Presented to Board of Trustees on June 6 and Board approved it June 20
- ▲ Policy would be effective September 1, 2005

1/29/09

6

## The Plan

(based on what I learned from conference at Ozarks Technical Community College)

- ▲ Phase 1 – “Enforcement through Education” from 9/1/05 to 9/1/06
  - ▲ Verbal reminders only
  - ▲ Allowing for natural change in cultural norm to occur
  - ▲ Help diffuse antagonism
  - ▲ Examples of communication
- ▲ Phase 2 – Disciplinary Plan
  - ▲ District-wide committee will create policies and procedures

1/29/09

7

## Phase 1 at 6 months

- ▲ Fall quarter – website, cards w/maps, articles, buttons, mini quit kits
- ▲ Winter quarter – added No Smoking Policy Promotion Committee (posse)
- ▲ Spring quarter (started in late winter qtr) – added police officer to our posse and made citations (enforce-mint and compli-mint)

1/29/09

8

## A Second Survey

- ▲ In late February, we sent a second online survey to assess the policy's success
  - ▲ 4,800+ responses
  - ▲ 14% smokers
  - ▲ 86% aware of policy
  - ▲ 76% support policy
  - ▲ 29% think it's effective
  - ▲ 48% think it has reduced second-hand smoke on campus

1/29/09

9

## Phase 2 and the Future

- ▲ Phase 2 was not as organized as Phase 1
  - ▲ Came up with a draft Courtesy Warning spring qtr '06 but no finalized version
  - ▲ I was off during summer '06 and on sabbatical '06-'07
  - ▲ Compliance in Fall '06 naturally followed to make Courtesy Warning unnecessary
    - ▲ Reminders of policy were on DAC homepage and schedule of classes

1/29/09

10

## The Work Continues...

- ▲ With no active reminders of policy:
- ▲ smokers slowly encroach onto campus
- ▲ non-smokers complain about having to pass through 'gauntlet' in parking lots
- ▲ Frankly, I was burned out!  
*When I came back in fall '07, I was thrust back into the smoking situation and I so didn't want to do it! And to tell you the truth, I didn't do much...*

1/29/09

11

## ... and continues...

- ▲ 2008-09
  - ▲ I made an effort to create more of a presence (reminders, thank-yous, etc)
  - ▲ Focus of Great American Smokeout activities was on butts and litter in general (to not simply target smokers and also to ride the sustainable campus wave)
  - ▲ Sent another survey to take temperature of going completely tobacco-free. Will have first meeting about that February 3.

1/29/09

12

We are Still Asking  
the Same Question

▲ *HOW DO WE ENFORCE THE POLICY?*

1/29/09

13

