

# Tobacco Free College Campuses

January 29, 2008



## Current Campuses

- Mesa Community College
- Miramar Community College
- City Community College
- Grossmont Community College
- Cuyamaca Community College
- Southwestern Community College
- Concord (Trade School)

## Getting Started

Understanding the campus

- Government Structure
  - Who is involved in the shared governance process on campus?
  - Who is the final decision maker?
- Campus Community
  - Student, Staff, Faculty or Alumni Groups
  - Demographics
  - Size, layout, rural or urban
- Tobacco Use on Campus
  - SHS exposure
  - Prevalence of tobacco use and/or litter

## Campaign Strategies

- Recruit concerned campus community members
  - Staff, students, faculty, alumni as advocates
  - Campus groups and organizations
  - Student government
  - Community partners
- Developing your strategies
  - Advocate training annually
  - Disseminating evaluation data
  - Creating strategy chart

Midwest Academy Strategy Chart - Project 3 - Grossmont/ Cuyamaca Colleges

Goals	Organizational Considerations	Constituents, Allies and Opponents	Targets	Tactics
<b>I. Long Term Goal</b> Eliminate secondhand smoke exposure  <b>Intermediate Goal</b> Grossmont Cuyamaca Community College District or will adopt a policy increasing restrictions on tobacco use.  <b>Short Term Goal</b> Get endorsements from student groups and faculty members Revive Tobacco Task Force	<b>Resources we have</b> <ul style="list-style-type: none"> <li>• Staff</li> <li>• County Contract resources</li> <li>• History/ relationship with Dana Quittner</li> <li>• History/ relationship with student health center employees</li> <li>• TFCC partners</li> </ul> <b>Resources we need</b> <ul style="list-style-type: none"> <li>• More connections with college staff, faculty and student groups</li> <li>• "What do we want?" Ongoing intern recruitment and training</li> </ul> <b>Barriers/ Challenges</b> <ul style="list-style-type: none"> <li>• Representation on the DEC Committee</li> <li>• Bob Eysgenhusen</li> </ul>	<b>Constituents</b> County of San Diego/ HHSA TFCC  <b>Potential Allies</b> <ul style="list-style-type: none"> <li>• Associated Students @ Grossmont/ Cuyamaca</li> <li>• Campus Earth Club</li> <li>• Campus Respiratory Instructors &amp; students</li> <li>• T. CYAN (COUGH campaign)</li> </ul> <b>Potential Opponents</b> <ul style="list-style-type: none"> <li>• Administrator-smokers</li> <li>• Faculty smokers</li> <li>• Staff smokers</li> <li>• Risk Management</li> <li>• Lecturer smokers</li> <li>• Student smokers</li> </ul>	<b>Primary Targets</b> <ul style="list-style-type: none"> <li>• Governing Board Members</li> <li>• Grossmont/Cuyamaca Campus President</li> </ul> <b>Secondary Targets</b> <ul style="list-style-type: none"> <li>• ASGC</li> <li>• Risk management</li> <li>• Student campus organizational leadership</li> <li>• DEC Committee</li> <li>• Staff &amp; Faculty Shared Governance Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Key Informant Interviews</li> <li>• Petitions</li> <li>• Surveys</li> <li>• Letters to Governing Board</li> <li>• Media, Letters to the editor</li> <li>• AIA College Report Card</li> <li>• News articles for school news paper</li> <li>• Student health fairs</li> <li>• Great American Smoke Out Events</li> <li>• Earth Day Events</li> <li>• Presentations to student government and other student groups</li> <li>• Presentations to staff and faculty groups</li> <li>• Intern recruitment and TA for student advocacy group</li> <li>• Presentations to Governing Boards</li> </ul>

## Mesa College Policy Adoption Process

- Students lead effort
- Campus President support
- Support from Student Health Center Director
- Formation of the Smoking Investigation Committee
- Educational presentations to various Shared Governance Committees
- Presentation to Presidents Cabinet
- Presentation to District Governing Board

## Grossmont/Cuyamaca Community College District Policy Adoption

- Student -led effort
- Associated Student's leadership support
- Support from Student Health Center's Director
- Formation of the District's Smoking Task Force
- Multiple student surveys
- Documentation of student support via ballot
- Staff survey
- Multiple presentations to District Governing Board



## Successes

- Smoke Free Campuses
  - Mesa College
    - Smoke Free 2007
  - Grossmont College
    - Smoke Free/Tobacco Free January 2008
  - Cuyamaca College
    - Smoke Free/Tobacco Free January 2008



## Supporting Implementation

### Phase I: Initial transition to non-smoking areas (0-3 Months)

- Development of recommendations for Implementation Committee
- Remove current designated smoking area signs, if any, on interior of campus and post "No Smoking" signs.
  - Design and post signs at entrances informing students that smoking is no longer permitted on interior of campus such as: "No Smoking Beyond This Point" sign.
  - Choose new designated smoking areas on perimeter of campus.
  - Design and install designated smoking area signs.
  - Develop map for new designated smoking areas for catalog & website and timeline for transition to smoke-free campus
  - Develop and distribute printed materials regarding location of new designated smoking areas to include plan for the transition to a smoke-free campus
  - Move all ashtrays to newly designated smoking areas.

### Phase II (1-12 Months) Education & Cessation Assistance Plan

- Educate all campus constituencies about policy change, new designated areas and date for transition to smoke-free campus.
- Research, develop and distribute information regarding available resources for smoking cessation including healthcare coverage benefits for cessation, California Smoker's Helpline, and local cessation support providers for employees and students.
- Develop frequently asked questions or fact sheet regarding smoke-free policy and distribute via campus email.
- Article(s) in school newspaper
- Conduct community education events to promote policy change, and provide cessation tools such as:
  - Great American Smoke Out
  - World no Tobacco Day
  - Earth Day Events
  - Campus Health Fairs

**Grossmont College Student Health Services Smoking Cessation Support Program**

Dear to students who are interested in quitting smoking...

- Health effects of tobacco
- Nicotine assessment
- Tobacco cessation aids
- Quitting ready to be insured
- Quit plan preparation
- Medication counseling/management
- Relapse and support
- Medication prescription

**THINKING OF QUITTING?**

**SMOKING CESSATION PROGRAMS & SERVICES**  
619-644-7192

**STUDENT HEALTH SERVICES**

**Phase III**  
(9-12 Months)  
Transition to completely smoke-free campus

- Develop and post signage before semester Break notifying campus community members of the impending policy change.
- Post no smoking signs at old designated smoking areas.
- Design (or use San Diego Smoke Free Parks signage) and post permanent signage
- Develop smoke-free language for written materials and website for notification of smoke-free campus policy change.
- Meet with campus Police to develop compliance support plan
- Recruit, orient and implement community education via reminder cards for smokers on campus.
- Identify problem smoking areas and have both campus educators and campus police visit areas, as scheduled, to remind smokers of campus policy
- Ensure permanent removal of all ashtrays.


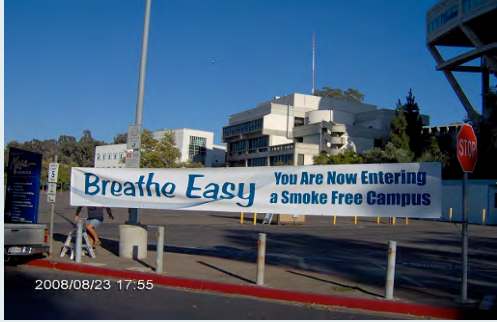
**SMOKE-FREE SAN DIEGO MESA COLLEGE**



San Diego Mesa College is a smoke-free campus. This directive is intended to prevent the serious health risks associated with exposure to second-hand smoke. Those who choose to smoke must do so outside the campus perimeter. Thank you for your cooperation.

California Government Code Sections 7596-7598

What to do with all those ashtrays?

4' x 8'

**Welcome!**  
to a tobacco-free/smoke-free campus

In accordance with the CCCCD Governing Board policy #P 9560



CUYAMACA  
COLLEGE



\*Funded by California Department of Public Health\*

**Phase IV**  
(12-24 Months)

- Smoke-Free Campus Kickoff event
- Design and conduct Smoke Free Campus media event for beginning of new policy
- Design and conduct an one-year smoke-free campus anniversary celebration event
- Review strengths and weaknesses of policy and implementation plan.
- Review enforcement Plan

