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Colorado Webinar

Oregon Tobacco-Free College Initiative

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Oregon Tobacco-Free College Initiative

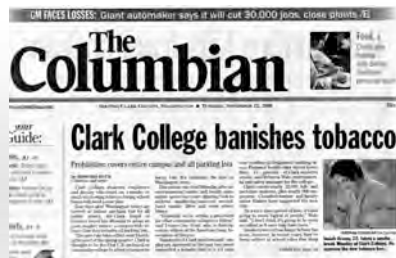
- Funded by Oregon Public Health Division
- Building statewide and local partnerships
- Research, education, and advocacy
- Assistance and resources for colleges to make their campuses tobacco-free

The mission of the American Lung Association is to save lives by improving lung health and preventing lung disease.



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2005: Clark College (Vancouver, WA)



2007: Oregon Health & Science University



2008: Oregon Coast Community College



2009: Portland Community College



Oregon Tobacco-Free Campuses

Oregon Community Colleges:

- Oregon Coast Community College (Fall 2009)
- Portland Community College (Fall 2009)
- Clark College (SW Washington)

Oregon University System:

- OHSU
- University of Oregon - Senate vote in favor of smokefree campus

Nationally:

- > 130 tobacco-free colleges

*Colleges with an asterisk prohibit smoking on all college premises. All other colleges listed above prohibit smoking as well as other forms of tobacco use on college premises.

Private Colleges & Universities:

- Corban College
- Linfield College Portland Campus
- Multnomah University
- National College of Natural Medicine*
- Northwest Christian University
- Oregon College of Oriental Medicine
- Pacific University Health Professions Campus (5/09)
- Walla Walla University Portland
- Warner Pacific College
- Western Seminary*
- Western States Chiropractic College

Lesson Learned #1

Each college is unique – study the history of this issue on your campus and the policy process:

- How has this issue been addressed in the past and presently?
- What would it take to get a tobacco-free policy adopted? (and who can you ask to find that out?)
- Whose support would be needed?
- From where might opposition be expected?

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Lesson Learned #2

Avoid “smokers’ rights” arguments – focus on community health, safety, and accessibility.

- Gather evidence of how students and others are hurt by secondhand smoke.
- Demonstrate the changing social norms and the expectation for colleges to offer healthy, accessible environments.

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Lesson Learned #3

The most credible source of information for college leaders are other colleges that have already gone tobacco-free.

- Similar questions always come up, and the answers are out there!
- Details of tobacco-free policy can seem counterintuitive.
- Leaders from other institutions are generally glad to share their experiences.

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Suggested Tobacco-Free Campus Contacts

- **Ty Patterson**, *Center of Excellence for Tobacco-free Campus Policy*, Ozarks Technical College (Missouri community college, tobacco-free 5 years), patterst@otc.edu
- **Rebecca Wale**, Environmental Health & Safety, Clark College (Washington community college, tobacco-free 3 years), RWale@clark.edu, 360-992-2251
- **Mary Alice Serafini**, Asst. Vice Chancellor for Student Affairs & Health Center Director, University of Arkansas, (public university, tobacco-free one year) mserafi@uark.edu, 479-575-4077

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Message Development

- Executive interviews with college presidents and board chairs
- Consultation with tobacco-free colleges
→ “[Making Your College Campus Tobacco-Free: A Guide for College Leaders](#)”

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Making the Case for Tobacco-Free

- Meeting Student and Staff Demand
- Protecting Your Facilities and the Bottom Line
- Creating Healthier Environments for Student Success



Meeting Student & Staff Demand – The Problem

Chemeketa CC student survey*

- 34% of students surveyed exposed to second hand smoke on campus every day
- 75% say they are bothered by SHS
- 19% of students experienced immediate health effects from SHS on campus

*A partnership between Oregon CSSA, CCWD, and ALAO commissioned a survey of 500 CC students in Spring 2007 (Chemeketa, Treasure Valley, and Umpqua Community College participated). Results on this slide are specific to Chemeketa students. See http://www.lungersgon.org/tobacco/college_why_tobacco_free.html#12 for additional survey results.

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Care about Secondhand Smoke?

Immediate health effects:

- Asthma attacks
- Eye irritation
- Headache
- Cough
- Sore throat
- Dizziness
- Nausea

Long-term health effects:

- Lung cancer
- Heart disease
- Chronic lung ailments (bronchitis and asthma)
- One of the leading causes of preventable death in the U.S.

"I suffer from late onset asthma. While on campus my asthma has flared so bad from secondhand smoke that I cannot even walk and I am late to class."

- Rayna Goodwin, Clatsop CC student
(*The Bandit, Student News, March 2009*)

*9% of Oregon community college students surveyed have asthma *

Surgeon General's Report on Secondhand Smoke – June 2006

"The debate is over. The science is clear; secondhand smoke is not a mere annoyance, but a serious health hazard."

- U.S. Surgeon General Richard H. Carmona

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Outdoor Secondhand Smoke

- Stanford Report, May 2, 2007
"Study confirms the risk of exposure to secondhand tobacco smoke at sidewalk cafes and other outdoor settings"
- Within a few feet of a smoker outdoors, air pollution levels are comparable to indoor levels measured in previous studies of homes and taverns

For more information related to this study, see <http://www.tobaccosmoke.org/outdoor-tobacco-smoke>

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Students Want Tobacco-Free Campuses

- 72% of Chemeketa students would choose a smokefree college over one that allows smoking on campus
- 79% say it's ok to prohibit smoking on campus if that's what it takes to reduce exposure to SHS

Most students do not smoke and do not want to be exposed to tobacco smoke.

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Protecting Your Facilities & the Bottom Line

- Cost savings on facilities and maintenance
- Reduced risk of fires
- Compliance with ADA
- Avoid legal liability
- Sustainability

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Healthier Environments for Student Success

- Workplaces are increasingly tobacco-free
- Students expect tobacco-free learning environments
- Concern about minors on campus



Changing Social Norms

- All Oregon K-12 school campuses, Oregon Dept of Human Services properties, and many hospitals are tobacco-free
- Over 130 colleges now tobacco-free
- Workplace/ public places smokefree trends
 - Workplaces (indoor and outdoor)
 - Recreation areas
 - Multi-unit housing

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Tobacco-Free: Easiest & Most Effective Policy Option

- Shown effective by Clark College & others
- The only way to eliminate SHS exposure
- Education is easier – no ambiguity on where people can or cannot smoke
- Better compliance

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Case Study 1: Portland Community College

PCC – largest college in Oregon, serving over 86,000 students annually; multiple campuses

Policy prior to Fall 2008:

- Smoking is not permitted closer than 20 feet from any door, window, ventilation vent or air condition unit.
- Smoking is not permitted in or by any well-traveled passage or pathway to a college facility that may cause non-smokers undue exposure to secondhand smoke.

Secondhand smoke exposure was #1 complaint to campus safety committees.

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PCC Smoking Policy Task Force

- Appointed March 2006 by EAC (College's policy council)
 - Review current policy and determine if it can be enforced.
 - Gather input from the entire college community.
 - Hold campus forums.
 - Address the issue of enforcement no matter what the policy.
 - Provide a recommendation to the EAC regarding the issue.
- **June, 2007 - Task Force Recommends Tobacco-Free Campus**

PCC Educational Advisory Council

- Listened to testimony and debated
- EAC leaders and administrative liaisons perceived lack of consensus, or majority support.
- Recommendation was not adopted
- Instead recommended:
 - adopt a strategy which would allow efficient enforcement of the current policy
 - provide smoking cessation/education campaign
 - problems related to tobacco use be discussed at the individual campus level

Student leaders: "frustrated but still convinced we can go Tobacco Free!"



Campaign for Tobacco Free PCC

- Fall 2007
 - Educate, provide cessation resources for staff and students
- Winter 2008
 - Bolster support for policy action
- Spring 2008
 - Expand support to include outside community partners

Students for a Healthier PCC

- Mission: Help students to live healthier lives.
 - Advocate for a tobacco free campus.
 - Inspire, support and educate on all components to good health and wellness.
 - Advocate for a health and wellness center.



Educate, Support, Inspire



Campus Advocacy

- PCC Student President lobbied:
 - Campus Student Government
 - Deans of Students
 - District Student Council
 - Agreed to support faculty federation recommendation to move to parking lots only.

Coalition-Building and Community Partnerships

- Community Coalition for Tobacco-Free PCC - faculty, staff, students, American Lung Association in Oregon & other community partners; coordinated by student body president
- Meeting with state Public Health regarding possible grant for to help move tobacco policy forward.
- Letter from Coalition to PCC President requesting a meeting
- Ty Patterson, Ozarks Technical Community College, met with the coalition and two campus presidents.
- Oregonian editorial in support of tobacco-free campus policy

PCC President and Board Decisions

March, 2008 - Campus presidents make recommendations. One campus recommends a completely tobacco-free college.

June, 2008 – PCC District President announces:

“PCC will become tobacco-free at the beginning of Fall Term 2009.”

March, 2009 - PCC Board adopted formal resolution, following public hearing in November, 2008.

PCC Lessons Learned

- It takes a concerted effort by a few dedicated, persistent leaders
- Trying for consensus prolongs the problem.
- Influencing the presidents is critical.
 - positions by Faculty Federation and District Student Council
 - input from influential people
 - news coverage, editorials
- A decision made at the top makes it easier to move forward.
- Help from external resource people and organizations has been valuable.
 - Clark College and OHSU
 - American Lung Association
 - Multnomah County Health Dept.
 - TPEP – Oregon Public Health Division

PCC Challenges

- Getting buy-in on a major change
 - efforts to hold forums, visit Neighborhood Associations
 - hearings, email comments
- Reluctance of decision-makers to mandate (especially in academia)
- Fear of alienating students, co-workers, neighbors (visceral responses)
- Resistance to feeling “pressured”
- Surveys - help or hindrance?
- No staff member for health/wellness (no one’s job to lead the effort)
- Battle fatigue in advocates
 - hearing the same objections over and over again
 - objectors weren’t reading the studies or reports
 - over 10 years of complaints about smoking, but no resolution
 - 4 committees recommended tobacco-free college
 - referral back to the campus presidents after 2 years of debate

Case Study 2: Oregon Coast Community College (OCCC)

- 16th largest of 17 Oregon community colleges (1,825 annual student headcount)
- Policy prior to Fall 2008: no smoking within 20 feet of building entrances
- Timing consideration: College planning new campus construction (previously rented its facilities)

OCCC Chronology

- 2007-2008 – ALAO staff emailed information to College President regarding tobacco-free initiative
- May 2008 - Local County Health Dept hosted meeting including college facilities manager
- May 2008 - Item added to College's Board Agenda; health dept staff introduction, public comment
- June 2008 – Board discussion; testimony by ALAO staff

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OCCC Chronology

- July – Aug 2008 – Board directed college president to research issue; sent internal email requesting input from faculty, staff, students
- September 2008 – Board reviewed findings and input; decided to make college premises campuses tobacco-free as new facilities are opened (Fall 2008-Fall 2009)

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Lessons Learned from OCCC

- Not necessary to have a grassroots, student-driven campaign
- Importance of identifying an internal supporter/champion
- Helpful to show changing community norms (e.g. an ordinance had recently passed making local parks near OCCC smokefree)

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Times are Changing

"I think it's long overdue that we have a discussion about this."

- Mt. Hood Community College Board member quoted in *The Advocate*, following March 2008 board meeting, with public comment by ALAO staff and a student lung cancer survivor

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Resources

- www.tobaccofreecollege.org - pdf of guide booklet, resources
- Smoking cessation resources including
 - Tobacco Quit Line 1-800-QUIT-NOW
 - Freedom from Smoking www.ffsonline.org
- National list of tobacco-free colleges & universities
http://www.lungoregon.org/tobacco/pdf_word_doc/Tobacco-Free_Colleges_and_Universities_100.pdf

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Contact Info

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