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TPEP Training Call

Tobacco-Free Policy Oregon Community Colleges

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Oregon Tobacco-Free College Initiative

- American Lung Association in Oregon contracted by TPEP since October 2006
- Statewide outreach, coordination & T.A.

Organizing for Healthier Campuses

- Phase 1 – Assessment and investigation
- Phase 2 – Strategize and plan
- Phase 3 – Recruitment
- Phase 4 – Campaign implementation
- Phase 5 – Policy implementation & evaluation

Source: *College Advocacy Guide: Campaign Organizing on Campus*, California Youth Advocacy Network, 2007.

Phase 1 – Assessment & Investigation

- Known Hazards of Tobacco & SHS
 - Surgeon General Report on Secondhand Smoke
 - No safe level of SHS exposure
 - Special concern for individuals with asthma, other respiratory conditions, heart disease
 - Study on Outdoor Tobacco Smoke
<http://tobaccosmoke.org/outdoor-tobacco-smoke>

“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

Why Should College Leaders 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 *

Oregon college surveys

- **Spring 2007 community college survey**
(Chemeketa, Umpqua, Treasure Valley)

Summary of results:

http://www.lungoregon.org/tobacco/pdf_word_doc/Oregon_Community_College_Student_Survey-Executive_Summary.pdf

- **Lane Community College online staff & student survey** – recommended as model survey

LCC survey results:

http://www.lungoregon.org/tobacco/pdf_word_doc/LCC_Survey_Results_Spring_2008.pdf

Oregon Community College Survey

- 500 Oregon community college students surveyed in Spring '07
- Three community colleges participated
- Random telephone calling from student enrollment list

Tobacco Smoke Exposure

- 54% of students surveyed exposed to SHS on campus at least a few times a week; 34% every day
- 71% say they are bothered by SHS
- 19% of students experienced immediate health effects from SHS on campus

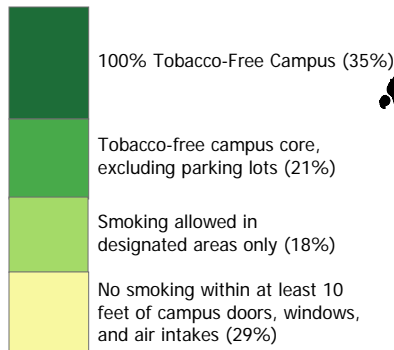
Campus Policies Vary Widely

- Collected tobacco policies from all 17 Oregon community colleges in 2007
 - Designated non-smoking areas/ a.k.a. perimeter policies
 - Designated smoking areas
 - Minimal enforcement
- Over the past year three Oregon community colleges have adopted 100% tobacco-free policies

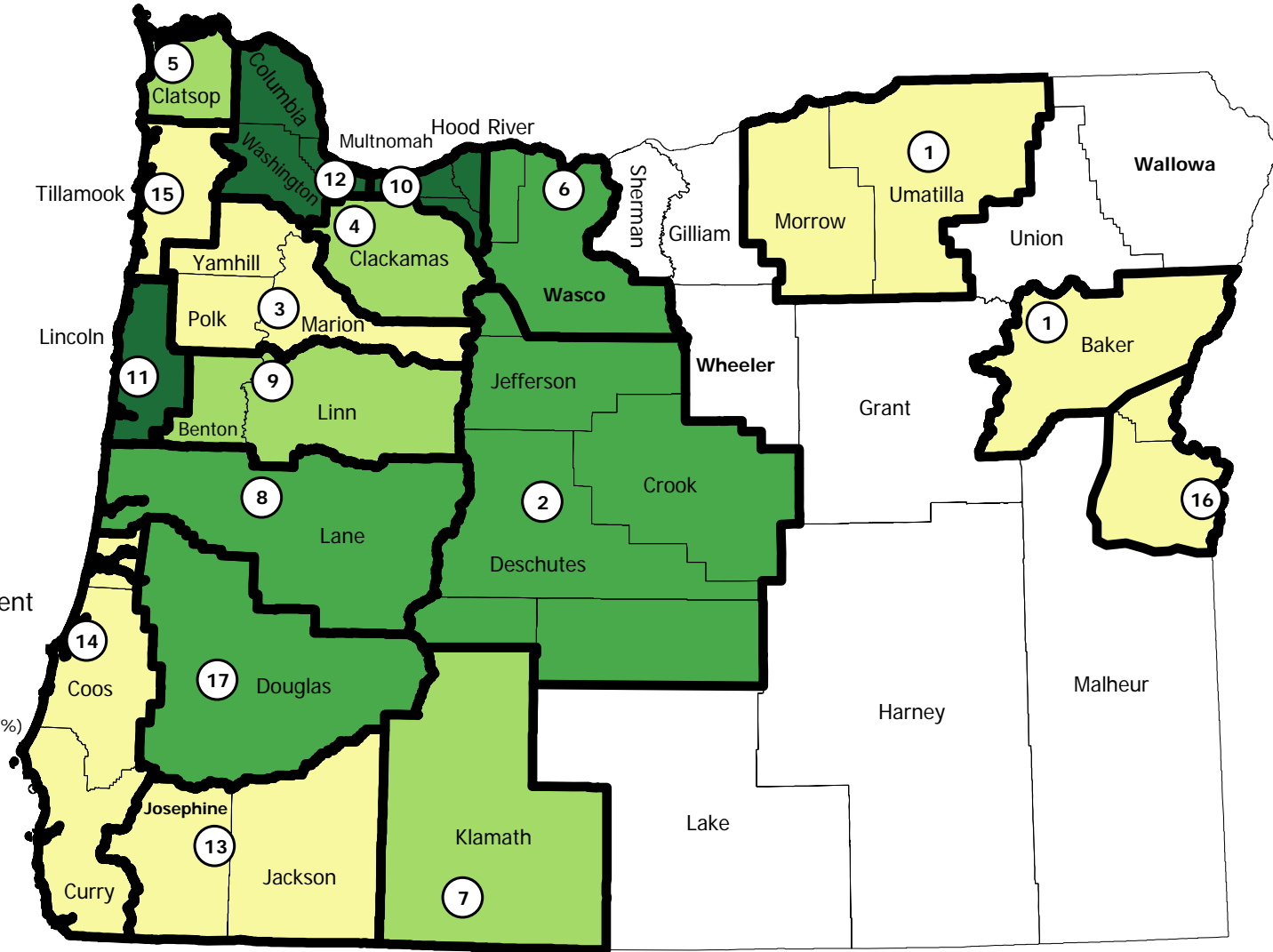
OREGON COMMUNITY COLLEGE TOBACCO POLICIES

1. Blue Mountain
2. Central Oregon
3. Chemeketa
4. Clackamas
5. Clatsop
6. Columbia Gorge
7. Klamath
8. Lane
9. Linn-Benton
10. Mt. Hood
11. Oregon Coast
12. Portland
13. Rogue
14. Southwestern Oregon
15. Tillamook Bay
16. Treasure Valley
17. Umpqua

Tobacco Policy Categories & Percentage of Statewide Community College Enrollment (FTE)



Areas not within a college district



- MHCC tobacco-free policy effective January 2, 2010
- New LCC policy effective Fall 2010 (to be determined if/where smoking will be allowed in peripheral areas)

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
- At least 176 colleges and universities have adopted 100% tobacco-free policies – no one has ever gone back!
- List of tobacco-free colleges in Oregon and nationwide:
<http://smokefreeoregon.com/college/students/search.php>

Campus Assessment Methods

- Key informant interviews
- Institutional history
- Review current policy and practices
- Surveys & Stories
- Environmental Scan/ Observation/Photos

Assessment questions

- How has this issue been addressed in the past and presently?
- What would it take to get a tobacco-free policy adopted?
- What values are important to the college?
- Whose support would be needed?
- From where might opposition be expected?

Each college is unique – understand policy process and who has decision making authority for tobacco policy.

Collecting postcard comments

<p>Comments about tobacco use and secondhand smoke at Clackamas CC:</p> <p>I feel that smoke smoking should be banned from Community College.</p> <p>Name _____</p> <p>Email _____</p> <p>Student <input type="checkbox"/> Faculty <input checked="" type="checkbox"/> Staff _____</p>	<p>Comments about tobacco use and secondhand smoke at Clackamas CC:</p> <p>Smoking on this campus has made me consider attending another college. It is not fair that we should have to be exposed @ any level to second hand smoke!</p> <p>Name _____</p> <p>Email _____</p> <p>Student <input checked="" type="checkbox"/> Faculty _____ Staff _____</p>
<p>Comments about tobacco use and secondhand smoke at Clackamas CC:</p> <p>I would be nice if people wouldn't smell when they go to class.</p> <p>Name _____</p> <p>Email _____</p> <p>Student _____ Faculty _____ Staff _____</p>	<p>Comments about tobacco use and secondhand smoke at Clackamas CC:</p> <p>It would be nice not to smell cigarettes all over the place.</p> <p>Name _____</p> <p>Email _____</p> <p>Student <input checked="" type="checkbox"/> Faculty _____ Staff _____</p>

Phase 2 – Strategize and Plan

- Resources and messages developed based on statewide assessment & study of tobacco-free colleges
 - Making Your College Campus Tobacco-Free: A Guide for College Leaders
 - Tobaccofreecollege.org website
 - Signs and decals (free for Oregon community colleges adopting 100% tobacco-free policy)

Making the Case for Tobacco-Free

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

Students Want Tobacco-Free Campuses

Oregon Community College student survey:

- Two-thirds of students would choose a smokefree college over one that allows smoking on campus
- 3/4 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.

Protecting Your Facilities & the Bottom Line

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

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
- OHSU, Clark College, PCC, MHCC, OCCC
- Workplace/ public places trends
 - Workplaces (indoor and outdoor)
 - Recreation areas
 - Multi-unit housing

Tobaccofreecollege.org

- Pdf of guide booklet
- Additional how-to tips and resources
- Smoking cessation resources including
 - Tobacco Quit Line 1-800-QUIT-NOW
 - Freedom from Smoking (FFS)
www.ffsonline.org
ALAO FFS facilitator trainings

Local Campaign Strategy

- Power mapping
- Identification of decision makers, allies, potential opponents
- Plan tactics and timeline
 - Media advocacy
 - Public testimony
 - Meetings with decision makers

(Note: Findings from the assessment phase should guide strategy development and tactic selection.)

Phase 3 – Recruitment

- Formation of task force or coalition
- Identify influential voices for policy change (based on assessment of policy process & power mapping)
- Involve all segments of campus – students, staff, faculty – as well as community partners

Examples of local campus & community support:
<http://smokefreeoregon.com/college/resources/letters.php>

Phase 4 – The Campaign

- Implemented based on assessment and planning processes
- May look different in each community and change over time
- Effective strategies
 - Meetings with decision makers
 - Media advocacy
 - Public testimony (e.g. board meetings)

Phase 5 – Implementation & Evaluation

- Policy language
- Implementation timeline and plan
- Communications, including signage
- Enforcement plan
- Ongoing evaluation
 - Are people complying with new policy?
 - What needs to be changed/improved?

Model policy and implementation guide:

<http://smokefreeoregon.com/college/resources/howto.php>

Celebrate Success!



President Pat O'Connor of Oregon Coast Community College accepting Public Health Leadership Award from Ann Way of Lincoln County

Contact Info

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