Tobacco-Free Campus Policies: Implementation & Evaluation

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Tobacco-Free UK:
A Healthy Place to Live, Work and Learn

Policy Implementation Date **November 19, 2009**

Tobacco-Free UK:
A Healthy Place to Live, Work and Learn

- Using public health science to drive policy and guide implementation
- 3 T's Model to Implementing tobacco-free campus policies
- The critical role of evaluation

UK Administrative Regulation 6:5

- The use of all tobacco products is prohibited in all owned, operated, leased, occupied, or controlled University buildings and structures, grounds, parking structures, enclosed bridges and walkways, sidewalks, streets, parking lots, and vehicles, as well as personal vehicles in these areas.

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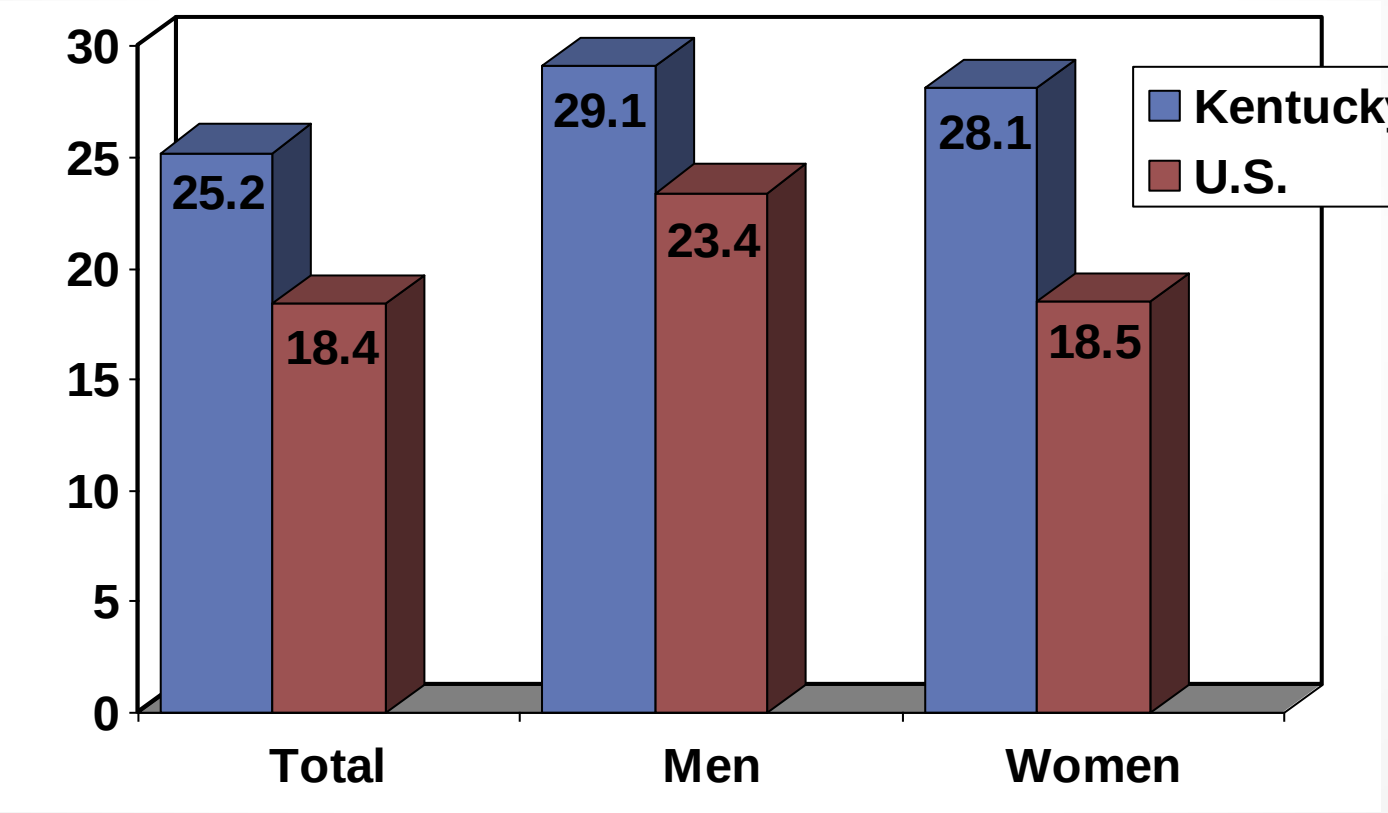
Tobacco-free Campus Policy Changes the Culture of Expectations

"I don't care what they let you do at that other lab, you can't smoke in here."

Using Smoking Prevalence Data to Make the Case for the Policy



Centers for Disease Control and Prevention, 2008
(gender estimates for 2006)

Using Economic Data to Make the Case for the Policy

- Total annual health care expenditures and lost productivity caused by tobacco use: **$193 billion**
  - **$1.2 billion/year in Kentucky alone!**
- Annual health care expenditures and lost productivity solely from secondhand smoke exposure: **$10 billion**

Source: Centers for Disease Control, 2007; Society of Actuaries,2005

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Using LOCAL Data to Guide Implementation

- 64% of UK students, 63% of staff, and 76% of faculty feel positive or very positive about the policy

*Data collected in May, 2009

Using the Science of Outdoor Tobacco Smoke Exposure

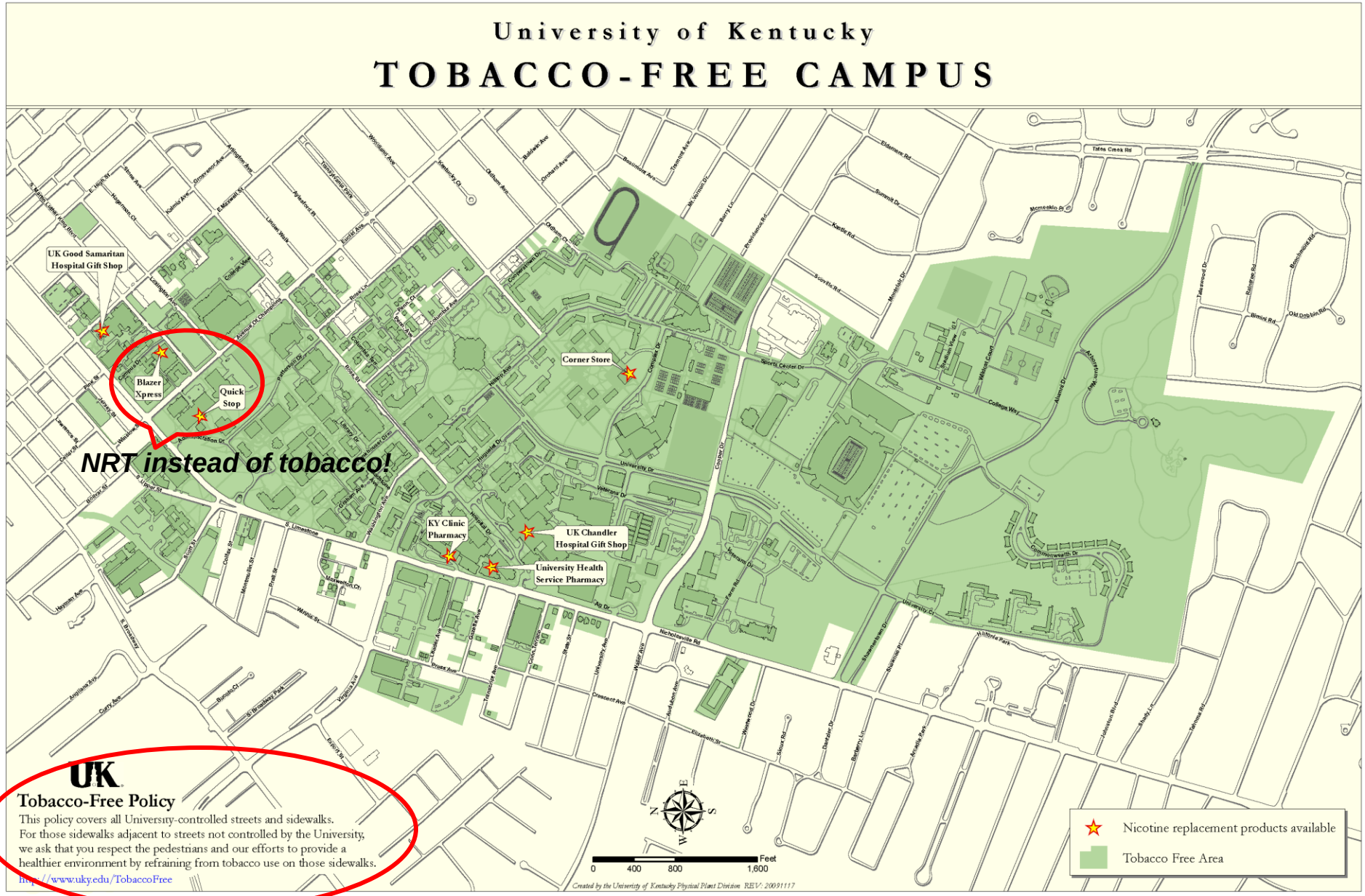
- Simple separation of smokers within the same airspace does not eliminate exposure to OTS.
  - OTS detected at up to 6 ft away from ONE active smoker.
  - With 2-3 active smokers, at least 20 ft. recommended
- Providing a space to smoke does not encourage quitting or provide a healthier environment.
- Building and maintaining smoking huts sends a message of approval for smoking.

The 3 Ts of Tobacco-free Policy Implementation

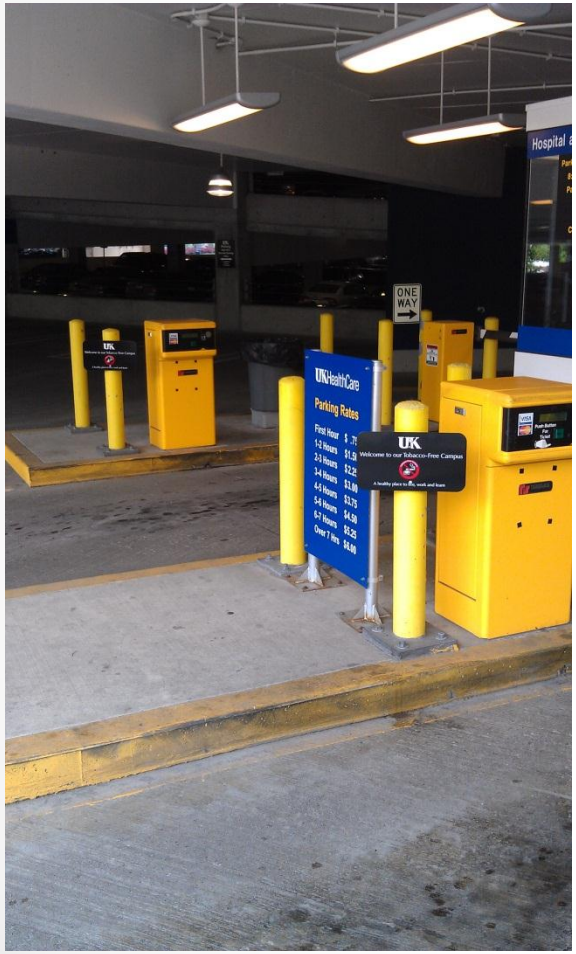
- **T**ELL about the policy via good signage and integrated, consistent communication
- **T**reat tobacco users by providing free NRT and a menu of counseling/behavioral support
- **T**rain staff and volunteers in firm yet compassionate scripting in handling violators

Hahn, E.J., Fallin, A., Darville, A., Kercsmar, S.E., McCann, M., Record, R. (2012). The Three T's of adopting tobacco-free policies on college campuses. *Nursing Clinics of North America, 47*(1), 109-117.

University of Kentucky
TOBACCO-FREE CAMPUS



Tell: Put Signage Where People See It!



Brand the policy with the goal in mind:

…**Welcome to our Tobacco-free Campus: *A healthy place to live, work, and learn***

Tobacco-Free UK:

A Healthy Place to Live, Work and Learn

Please Respect Our Policy

Use of tobacco products (cigarettes, e-cigarettes, cigars, snuff, snus, water pipes, pipes, etc.) is not permitted on any University property, including all campus grounds inside and out, parking areas and student housing.

Want to feel more comfortable on campus?
Ask about low cost nicotine replacement products!

For more information about UK's tobacco-free campus initiative or how to quit, visit:

www.uky.edu/tobaccofree

Tell: Targeted Messaging for Visitors on our Medical Campus

Front of the Card

Tobacco-free UK

A healthy place to get well, visit and work

Please respect our policy

Use of tobacco products (cigarettes, e-cigarettes, cigars, snuff, snus, water pipes, pipes, etc.) is not permitted on the University or Medical Center property, including all campus grounds inside and out, and parking areas. UK's property ends on the Limestone St. or Cooper Ave. sidewalks.

For more information about UK's policy, visit **www.uky.edu/tobaccopolicy**.

Back of the Card

Try This Instead of Using Tobacco

To help you manage your tobacco cravings, nicotine replacement gun is offered at the Kentucky Clinic Pharmacy, UK Chandler Hospital Gift Shop and University Health Pharmacy for a very low cost.

Why We Decided to Go Tobacco-Free

- Tobacco smoke can trigger a heart attack or stroke
- Many of our patients, visitors and employees have or are trying to stop using tobacco. Seeing others use tobacco can trigger strong urges to use tobacco.
- Tobacco smoke can make breathing harder in persons with asthma or other lung problems.

Tell: Build Tobacco-free Into the Academic Curriculum

- Snapshot Station for Facebook organized by public health nursing students.
- Cigarette butt pick up to evaluate compliance with the policy (undergraduate research interns and doctoral students)
- Class projects (e.g., Communications, Business, English)
- Service projects (fraternity/sororities, service groups, student organizations)

Tell: Build Tobacco-free into Health & Wellness Activities

- Partner with others on campus to sponsor wellness activities. Be sure to include the Tobacco-free Policy Campaign 'brand.'
- Host fitness walks/runs on your tobacco-free campus (e.g., Lung Cancer Walk)
- Leverage unpaid media about the policy before, during, and after these events.

Tell: Building Tobacco-free Into the Green/Sustainability Movement

- Cigarette butt pick up by student environmental groups
- Display during Sustainability Expo

Treat: Access to Evidence-based Treatment and Symptom Management

- www.uky.edu/TobaccoFree
- NRT (12 weeks) for employees, sponsored dependents, and students; behavioral component required
- Menu of treatment options
- Discounted NRT available for purchase at corner stores for symptom management

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Train: *Creating a Culture of Compliance*

- ***Tobacco-free Take Action!*** *is* a team of employees and volunteers (faculty, staff, students) who are committed to promoting compliance with the tobacco-free policy.
- Compliance is achieved through communicating a universal, consistent message via scripting and policy and tobacco treatment education.
- Use a firm, polite, and compassionate approach!
- Electronic reporting: ReportTFviolation@uky.edu

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Universal Scripting

“Hello, my name is _____ (your name) and I am a(n) _____ (position) at UK. Our campus is completely tobacco-free so I need to ask you to please put out your cigarette. Thank you for respecting our policy!”

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Business Card

UNIVERSITY OF KENTUCKY

Tobacco-free Take Action!

Ambassador

Tobaccofree@lsv.uky.edu

Report violations of UK's Tobacco-free Policy to:

ReportTFviolation@uky.edu

www.uky.edu/Tobaccofree

Compliance is everyone's business.

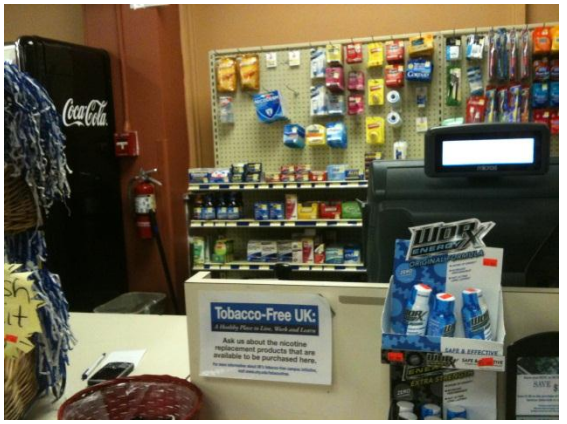
see blue.

TFTA! Ambassadors

- Walk through campus with a focus on 'hot spots' and use scripting with violators.
- Report violators. Monitor report line.
- Environmental scanning
- Timely follow up
- Data collection
  - Cigarette butt pick up to evaluate compliance
  - # violators observed
  - Response to scripting
  - # violators reported
- Education about the policy and treatment resources
  - Web updates, social media, meetings (e.g., Summer Student Advising)
- Promotes visibility and good will! (NOT the tobacco police!)

TFTA!: Environmental Scanning

- Have makeshift ash trays appeared?
- Is signage up to date?
- Are the signs in the right place?
- Is NRT stocked with non-expired products?
- Are brochures in the right place and stocked regularly?
- Where are the ‘hot spots’?
- Are cigarette butts removed in a timely way?



TFTA! How Effective Is It?

Cigarette Butts Reduced by 51% Overall

Location	# Butts Pre – Day 1	2	3	# Butts Pre – Total	# Butts Post – Day 1	2	3	# Butts Post - Total	Percent Change
Hotspot A	284	23	14	321	121	14	23	158	-51%
Hotspot B	1800	196	255	2251	765	97	40	902	-60%
Hotspot C	285	48	33	366	250	26	10	286	-22%
Hotspot D	746	168	59	973	739	118	37	894	-8%
Hotspot E	996	364	129	1489	226	126	70	422	-72%
TOTAL				5400				2662	-51%

Most People Positive When Approached

- *From April 16 to May 18, 2012*
  - 467 Violators Observed
  - 388 Approached (83%)
  - 93% Positive Response

Enforcement

- Frame as creating a 'culture of compliance' via constant messaging, scripted reminders.
- Integrate into existing corrective action procedures
  - Student Code of Conduct (Dean of Students)
  - Human Resources Procedures (Supervisor/HR)
  - Faculty Affairs
- Partner closely with tobacco treatment resources to help violators comply.

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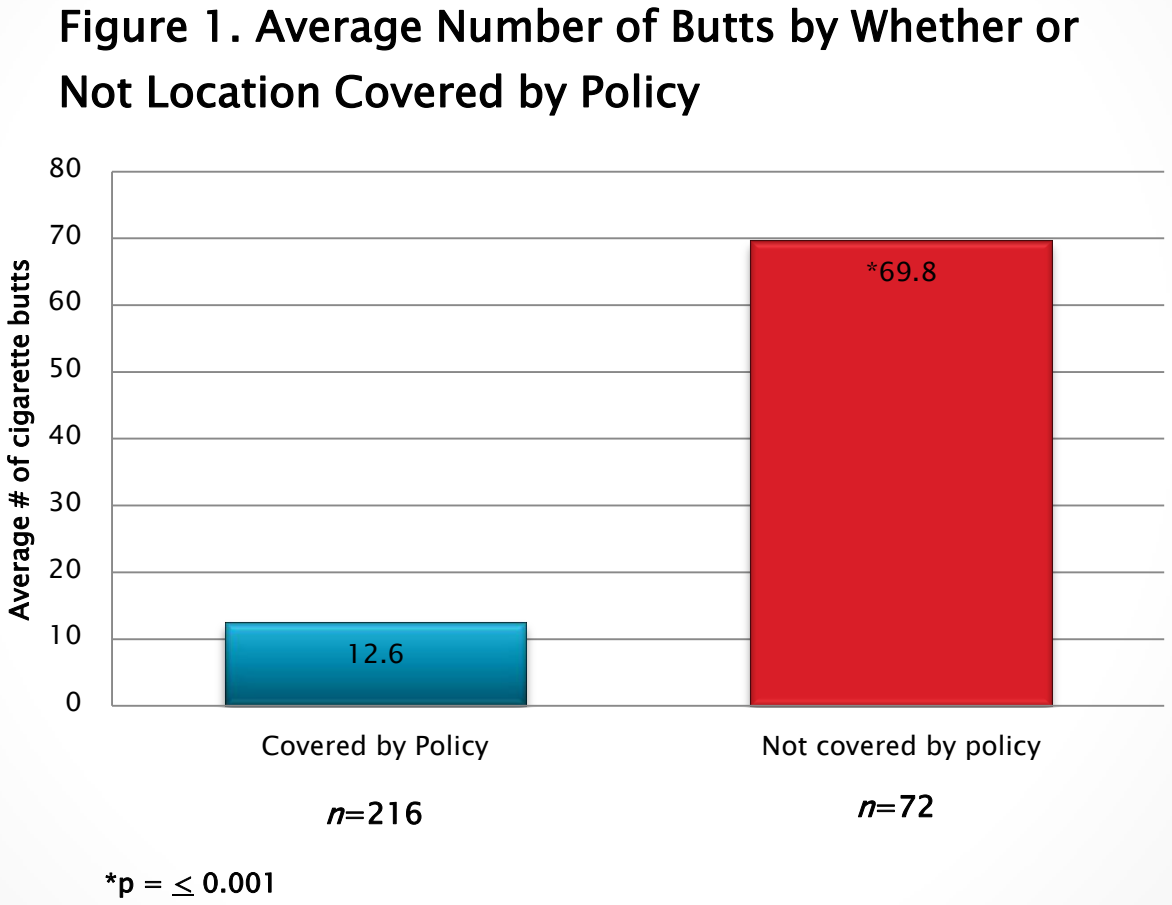
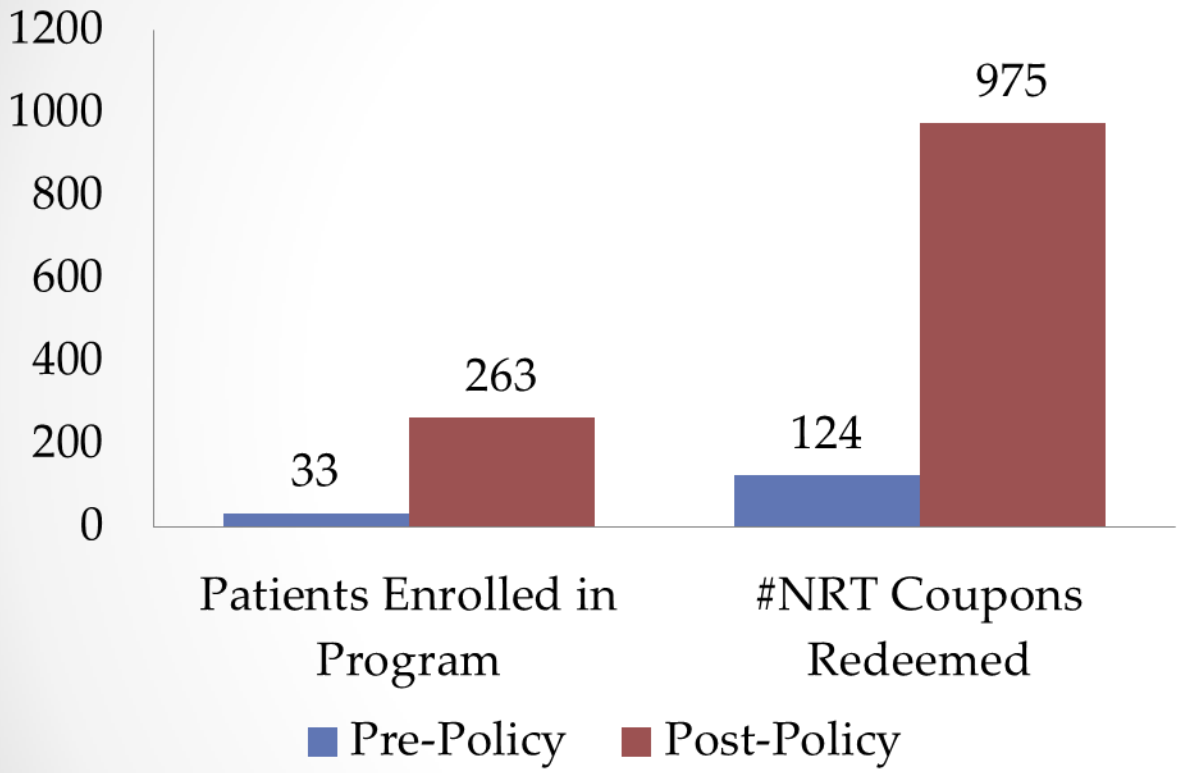
Evaluation Indicators



Fallin, A., Murrey, M., Johnson, A.O., Riker, C.A., Rayens, M.K., & Hahn, E.J. (2012). Measuring compliance with tobacco-free campus policy. *Journal of American College Health, 60:7, 496-504.*

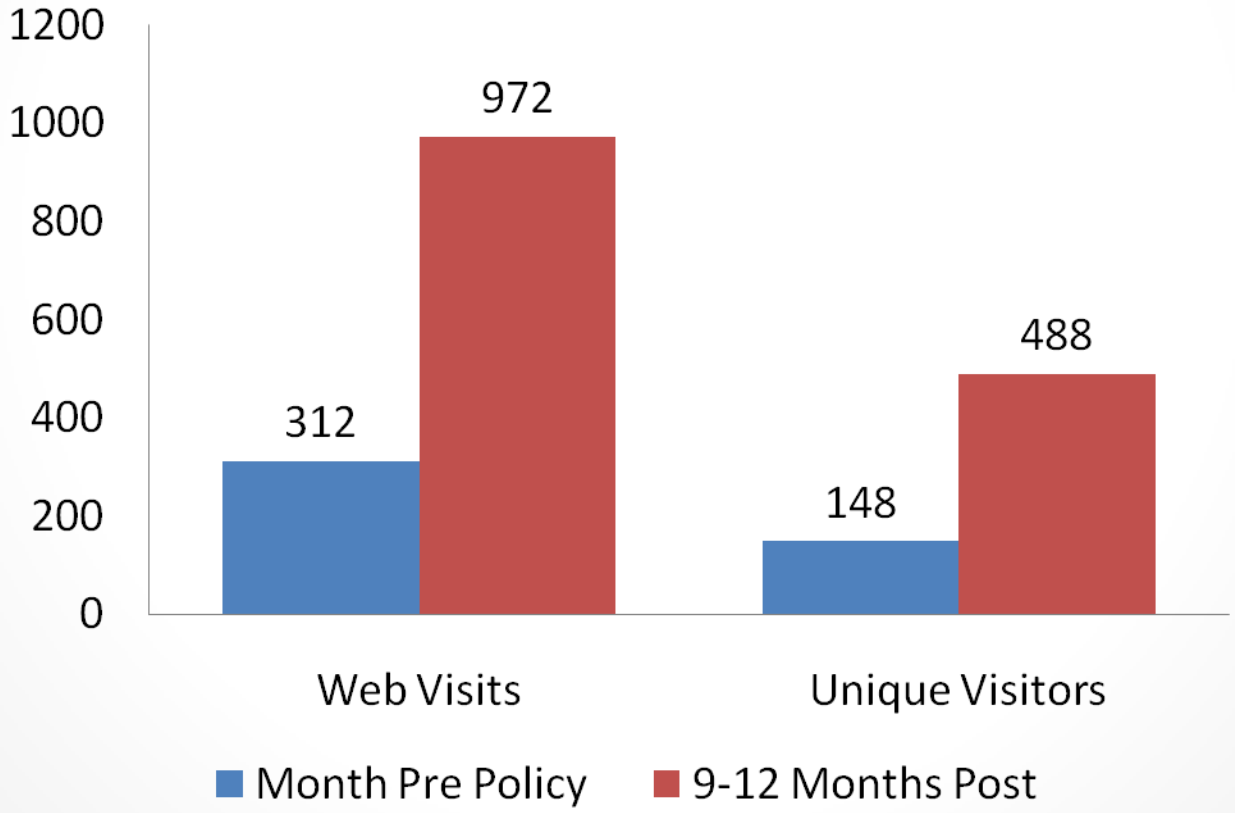
Figure 1. Request for Tobacco Treatment and NRT Coupons Redeemed Pre- and Post Tobacco-free Policy



Note. Pre-policy, 11/08-11/09. Post-policy, 10/09-09/11

- **4-fold increase in quit attempts**. An average of 3 enrolled in cessation programs per month before to 11 after the policy.
- **4-fold increase in treatment utilization.** An average of 10 NRT coupons redeemed per month before to 41 after the policy.
- **Only 1.4-fold increase in cost per 2-week NRT coupon.** An average of $491.86 per month before to $696.55 per month after the policy.
- **Lower cost per NRT coupon negotiated by UK Pharmacy after policy took effect.** $47.60 per coupon before to $17.15 after the policy.

Figure 2. Policy Website Hits Pre- and Post-Tobacco-free Policy



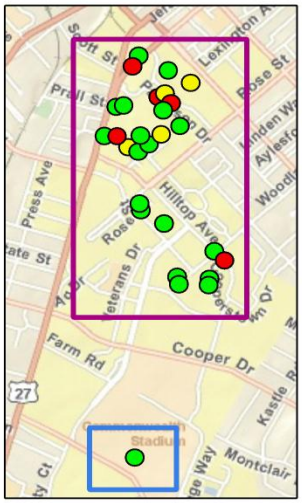
Note: Website address=www.uky.edu/tobaccofree

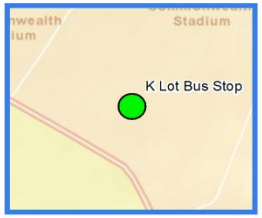
Evaluating Compliance Interventions

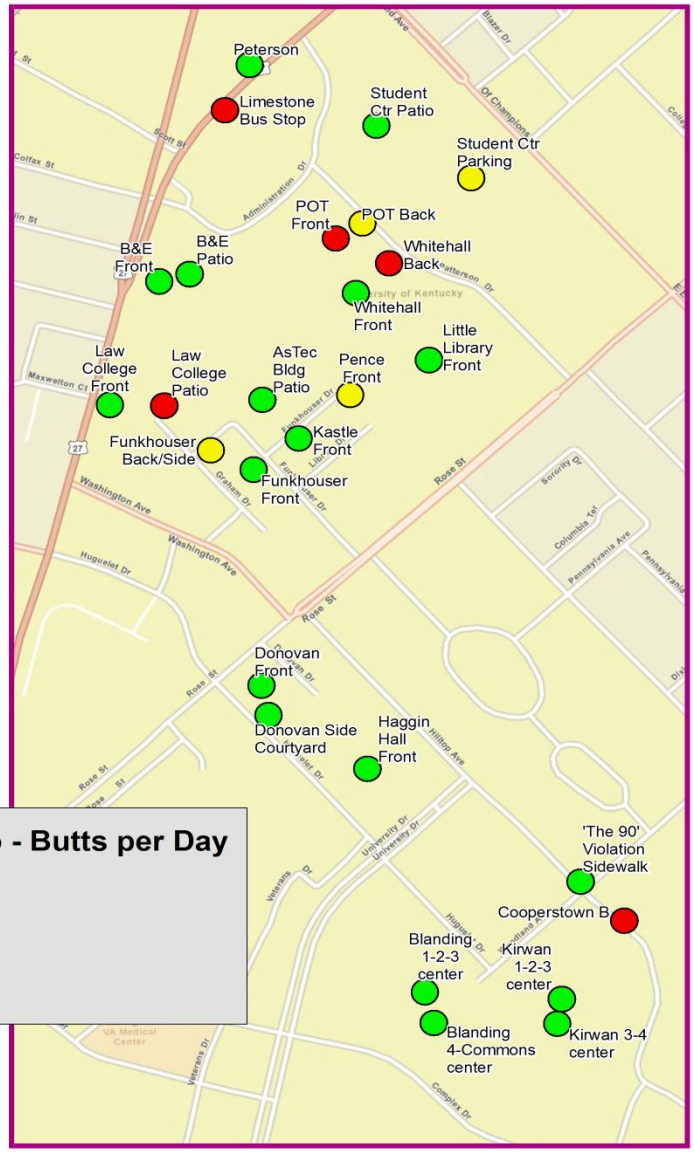
- Large scale awareness campaign
  - Distributed 5,900 message cards
  - Four high-traffic locations for three days
  - All individuals passing offered a card

Fallin, A., Johnson, A.O., Riker, C.A., Cohen, E., Rayens, M.K., & Hahn, E.J. (2013). An intervention to increase compliance with a tobacco-free university policy. *American Journal of Health Promotion, 27(3):162-9.* .

Cigarette Butts Collected per Day (Post/Pre-Intervention Rate Ratio)





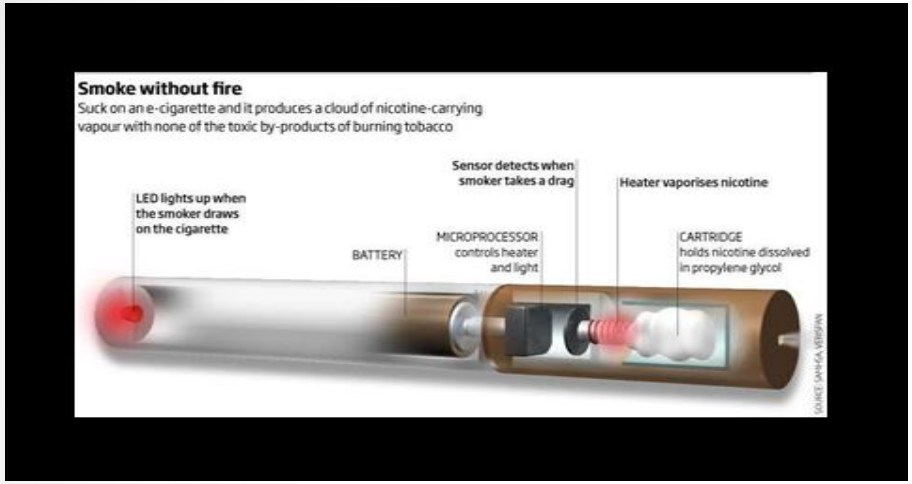


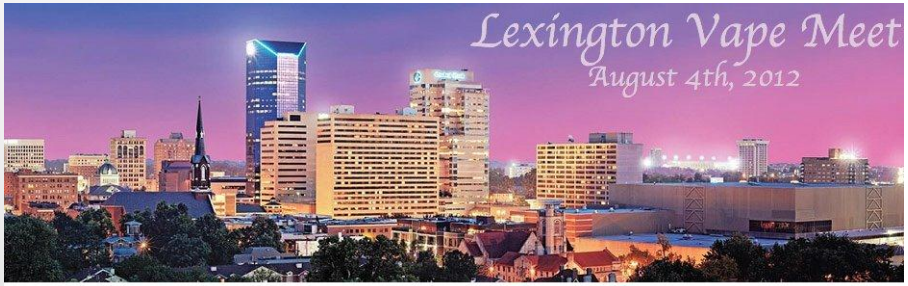
(Post/Pre) Rate Ratio - Butts per Day

- 0.15 - 0.75
- 0.76 - 1.3
- 1.4 - 8.8

Andrew O. Johnson, PhD
Amanda T. Fallin, MSN, RN
Megan Murrey

Evaluating Emerging Products to Guide Implementation





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ecig ADVANCED

- E-cig pilot study in Spring 2012 with smokers on UK's campus (students and non-students; *N* = 77)
  - 29% of those who had heard of e-cigs had used them. If they used, more likely to use in the future.
  - Students as likely as non-students (staff & visitors) to use them.
  - 2/3 believed e-cigs not a hazard or a minor one.

Take Home Messages

- Be patient and persistent. Tobacco-free policy implementation involves culture change. Change takes time!
- **Compliance is Everyone's Business. Create Buy-In through Broad-based Task Force.**
- Brand your policy with the goal in mind. The goal is to provide a healthy environment!
- Look for ways to build tobacco-free into existing activities and systems!

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Contact Us!

- Policy website: www.uky.edu/Tobaccofree
- UK Tobacco-free Campus Initiative
  - Co-Chairs: Ellen Hahn: ejhahn00@email.uky.edu and Anthany Beatty: abeat2@email.uky.edu
- Kentucky Center for Smoke-free Policy
  - www.kcsp.uky.edu
  - Find us on Twitter and Facebook @kysmokefree

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