

Strategies for a Tobacco-Free Campus¹

- 1. Smoke-free environment:** Prohibit smoking within all campus-affiliated buildings (including residence halls, administrative facilities, classrooms, and fraternities and sororities), vehicles and at all campus-sponsored events – both indoor and outdoor. The policy should not include allowances for designated smoking rooms (DSRs) as ventilation “solutions”. Promote the positive benefits of smoke-free work environments for faculty and staff.
- 2. Tobacco sales, advertising, and promotion:** Prohibit the sale, free distribution, and promotion of tobacco products on campus. Prohibit tobacco advertisements in all campus-run publications. Prohibit all tobacco company sponsored events on campus.
- 3. Awareness and education:** Implement campus-wide evidence-based¹ tobacco prevention education programs. Implement social marketing campaigns designed to counter tobacco industry marketing. Work with professors to implement curriculum infusion where possible (e.g., marketing, political science, health sciences).
- 4. Stop-smoking programs:** Offer a full-range of evidence-based² tobacco cessation programs – such as individual and group counseling, nicotine replacement therapy, referrals to local programs, internet-based programs – that are easily accessible and well-promoted. Train health care providers in prevention and cessation strategies. Lobby for insurance coverage of cessation services for students, staff, and faculty.
- 5. Accepting money from tobacco companies:** Prohibit any department or university organization from accepting grants and donations (monetary or in-kind) from tobacco companies and their affiliates whether the money is intended for research, funding, or other campus-sponsored programs.
- 6. Institutional investment or stock ownership:** Prohibit investment in stocks with holdings in tobacco companies. Divest all institutional stock holdings in tobacco companies and their affiliates³.
- 7. Outdoor smoking:** Establish “buffer” zones around all building entrances and air intakes. Some schools prohibit smoking on all campus property, including outdoor areas.
- 8. Recruitment:** Prohibit career recruitment by tobacco company representatives.
- 9. Enforcement:** Develop sound tobacco-related rules, policies, and related sanctions with input from all stakeholders: students, faculty, administration, staff, and parents. Publicize tobacco-related rules, policies and sanctions.

Resources

Tobacco Technical Assistance Consortium’s College Tobacco Prevention Resource – Comprehensive Strategy
www.ttac.org/college/model/approach.html

Smoke-Free New England Campus Initiative (ACS) – Standards
www.cancer.org/docroot/COM/content/div_NE/COM_4_2x_Smoke-Free_New_England.asp?sitearea=COM

Note: This assessment checklist is based on best practices recommendations from the American Cancer Society’s Smoke-Free New England Campus Initiative, the TTAC College Tobacco Prevention Resource and sample ‘gold’ standard policies in Canada and the United States.

¹ The term ‘campus’ refers to all post-secondary institutions.

² Best Practices in Tobacco Control Interventions: ASH Backgrounder July 2002, www.ash.ca/backgrounders/BestPractices.pdf

³ “Profits from Ashes: The Tobacco Industry in Canada”, National Clearinghouse on Tobacco and Health, www.ncth.ca (see Tobacco Industry, The Basics); “Backgrounder on the Canadian Tobacco Industry and Its Market”, Non-smokers Rights Association, Canada www.nsra-adnf.ca; Stock listing of tobacco companies with website links, biz.yahoo.com/p/_noncyc-tobaco.html; WHO map of international tobacco’s big 5 companies, www.who.int/tobacco/en/atlas18.pdf.

Checklist for a 100% Tobacco-Free Campus Policy

Fundamental Elements of a Comprehensive Policy

1. Smoke-free areas

- Inside all campus owned or leased buildings, including but not limited to:
 - Academic and administrative buildings
 - Other on-campus buildings and facilities (including Student's Union buildings)
 - Satellite campus buildings and facilities
 - Indoor athletic facilities and arenas
 - Eating areas (e.g. dining halls, cafeterias, restaurants, snack bars)
 - Bars, pubs and lounges
 - Students residences - common areas (e.g. hallways, lobbies, function rooms, laundry rooms) and student rooms
 - Sorority and fraternity housing

- Outdoor areas, including but not limited to:
 - Entranceways or ventilation system air intakes (within 3 meters or more)
 - Campus owned or leased vehicles and equipment
 - Courtyards or other areas where air circulation may be impeded by architectural, landscaping or other barriers
 - Outdoor entry or services lines, such as for ticket purchases, event admissions, ATMs, etc.
 - Parking garages and structures
 - Bus shelters and bus stops
 - Outdoor seating areas provided for consumption of food or beverages.
 - Areas where there is fixed seating, such as athletic facilities and stadiums
 - Other outdoor areas reserved for events (e.g. outdoor concerts, beer gardens, receptions and events, and groundbreaking ceremonies)

"Gold Standard"

- Smoking prohibited on all campus property

2. Tobacco industry sales, advertising and promotion

- Sale of tobacco products on campus prohibited
- Free distribution of tobacco-related products or paraphernalia with tobacco logos on campus prohibited
- Tobacco advertising on campus, including the school newspapers and other publications (e.g. ads for products, tobacco promotions at bars, and tobacco company sponsored events) and at campus events is prohibited
- Tobacco industry sponsored events (e.g. club nights) are prohibited on campus

3. Tobacco industry funding and investments

- Acceptance of any grants or donations (monetary or in-kind) from tobacco companies and their affiliates is prohibited
- Institutional investment in stocks with holdings in tobacco companies and their affiliates is prohibited