

CONCLUSION

There is much at stake for college campuses as they increasingly focus on reducing the health risks associated with tobacco use. The health consequences of both direct tobacco use and exposure to secondhand smoke are significant and very real. We are rapidly approaching a point in which the discussion is focused on “what” we should do as opposed to “if” we should do something.

Developing, adopting and ensuring compliance of campus tobacco policies is not easy work. Implementing a tobacco-free campus policy, the primary focus of this manual, requires a range of skills including coalition development, tobacco content expertise, writing, advocacy, political acumen and strong people-mobilizing capacity. But adoption of other tobacco policies with less reach and scope also necessitate carrying out a systematic and intentional policy campaign process. Fortunately, no one person has to embody all this expertise. Coalitions are the perfect vehicle to move campus tobacco policies forward.

The policy steps in this manual serve as your blueprint for action. These steps, coupled with the supporting materials, provide the foundation for policy work at colleges across North Carolina and the United States. It may be tempting to skip some of the policy steps, figuring that the political support to pass a policy is already in place or the policy will not stir up any opposition. This can be a mistake; the activities associated with each step are intended to maximize your success, thereby providing the most direct route to improved student health.

We honor your time and commitment to addressing this public health issue, and wish you success!