

INTRODUCTION

Young adults (ages 18-24) have the highest smoking rates in North Carolina (NC). To address this significant public health issue, in December 2005 the North Carolina Health and Wellness Trust Fund (HWTF) initiated the Tobacco-Free Colleges (TFC) program. The goals of the NC TFC initiative include: prevention of tobacco use among young adults ages 18-24; elimination of exposure to secondhand smoke on college campuses; promotion of tobacco cessation among young adults; and elimination of tobacco-related health disparities in this age group. Phase I of the initiative began with grant funding for 20 college-based tobacco use prevention and cessation projects. In January 2008, HWTF expanded its college initiative further by awarding Phase II grant funding to 48 campuses across the state. In July 2010, which marked the beginning of Phase III, the program shifted to a regional model, with four grant coordinators and technical assistance providers across the state providing assistance to all NC campuses (four-year and two-year) in adopting and implementing comprehensive, campus-wide tobacco-free policies.

The successes of the TFC Initiative are exceptional. Before the initiation of this groundbreaking program, only one campus in North Carolina had passed a tobacco-free policy. Since the program began, approximately 45% of NC's college campuses now have smoke-free or tobacco-free policies in place (Lee et al., 2012). In fact, North Carolina is currently leading the nation in the number of smoke-free and/or tobacco-free college campuses (see the Full list of Colleges and Universities with 100% Tobacco-Free Campus Policies from the American Lung Association). Yet more than half of NC colleges still lack policies, resulting in more than 300,000 students in NC remaining unprotected from exposure to secondhand smoke. There is clearly a need for continued work to increase policy adoption. Although

several important resources exist to guide communities in the process of policy change, to our knowledge, very few are specific to college policy change. Colleges and universities are distinct from communities and other workplaces and often require unique strategies to achieve policy change. The NC TFC Initiative has provided considerable support to colleges to implement policies (Lee et al., 2011); however, because the TFC statewide initiative ended in June 2012, there are minimal resources available to assist colleges yet to pass policies.

This manual was commissioned as part of an effort to sustain the momentum developed through the NC TFC Initiative by supporting NC colleges as they work to adopt tobacco-free campus policies. This manual provides step-by-step guidance to individuals and groups seeking to develop and implement a tobacco-free policy on college campuses (including two-year and four-year schools). Additionally, for campuses with such policies in place, this manual provides a framework for continued tobacco-free policies, including restricting tobacco industry promotions and sponsored events on campus, and working with local communities to further restrict smoking and tobacco use under the authority

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of local jurisdictions. This manual is intended as a stand-alone resource to facilitate and build the capacity of campus groups working to pass tobacco-related policies.

More than 49 NC campuses have now enacted some form of tobacco-free policy to decrease prevalence rates and reduce exposure to secondhand smoke. At the time of this writing, numerous other colleges in NC were actively pursuing tobacco prevention policies. Please see the TFC website (www.tobaccofreecollegesnc.com) for up-to-date information on policy passage across the state. This manual will assist these efforts by providing the detailed information necessary for campus administrators and prevention practitioners to support campus tobacco policy development, implementation and compliance processes.

Implementing a campus tobacco-free policy requires a range of information, from a strong description of science supporting prohibition of tobacco use to concrete how-to steps associated with the policy campaign process. The information in this manual provides college administrators with a compelling case for the need and importance of a system-level response to

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student tobacco use. It also provides rebuttals to the most often used arguments against such policies. Advocates and practitioners will find significant details on the steps necessary to:

- Assess the local campus environment related to tobacco use.
- Build a campus coalition to advance policy.
- Set policy goals, identifying appropriate policies.
- Develop an action plan to see the policy adopted and implemented.
- Make the case to stakeholders and use media advocacy to advance it.
- Mobilize support on- and off-campus.
- Present the policy to decision makers to increase the likelihood of adoption.
- Build a compliance infrastructure.

This information forms the core of the manual and is designed to provide sufficient detail to carry out the work. Although no manual can describe every scenario, the information here is designed to provide the information necessary to enable effective implementation of each policy step, and guide a manageable evaluation process to document the impact of policy implementation. However, the manual also offers suggestions for technical assistance and training, should they be desired.

Developing and implementing a tobacco-free campus policy, or any other tobacco policy on- or off-campus, is possible when the policy campaign process is systematically implemented (Lee et al., 2010). Success may take longer than anticipated — but with perseverance, it is attainable.

HOW TO USE THIS MANUAL.

This manual is designed to provide all the tools necessary to implement a tobacco-free policy on a two-year and four-year college campus. It was developed specifically for colleges in North Carolina, but much of the material will also be relevant and useful for campuses in other states. The manual is intended to be comprehensive; therefore, there is a wealth of information contained within it. We describe 10 distinct policy steps for passing and implementing a tobacco-free campus policy; however, if you are looking for a brief introduction to the policy campaign, please review the supporting information at www.tobaccofreecollegesnc.com. Although the policy steps described on that website are more condensed than those described herein, it provides an overview of the process. Additionally, we have provided a list of tobacco cessation and prevention resources in Appendix 1. To begin the manual, we provide specific details about the need

for implementing tobacco-free policies on college campuses. In Chapter I, we describe the health impacts of tobacco use and exposure to secondhand smoke and the benefits of policy change. Chapter II highlights the specific policy focus of the manual and underscores the unique legal environment that exists for state-funded schools in North Carolina. The policy steps, described in detail in Chapter III, are a blueprint for action toward implementing a tobacco-free policy. Finally, Chapter IV describes other campus and community policies that are important for a truly comprehensive tobacco-free environment. Additionally, this chapter includes a description of the novel tobacco products available to, and being used by, college students.

Throughout this manual, a series of color-coded textboxes are used to highlight certain types of information. They are as follows:



In each policy step discussed in this manual, we first describe the step in the context of passing and implementing a tobacco-free campus policy, our primary focus. However, at the end of each section, we describe considerations for other policies in a section called “Addressing Other Tobacco Policies.”

Throughout the manual, we list additional resources available in the Appendix. These materials, in addition to the entire manual, are available at www.wakehealth.edu/

tobaccofreecolleges.com. Additionally, several places throughout the document contain links to other sections or to tools for use throughout the policy campaign. **There is a full list of all websites referenced in Appendix 2.** This stand-alone, step-by-step manual provides the necessary information to create a healthier, tobacco-free campus for students, faculty, staff and visitors.