

## THE POLICY PROCESS: STEP 4

### DEVELOP THE POLICY LANGUAGE

The goal of Policy Step 4 is to develop the specific language for the tobacco-free campus policy in order to present to key decision makers.

The process of developing the policy language has been greatly simplified for coalitions working on campuses in North Carolina, as the North Carolina Health and Wellness Trust Fund and the North Carolina Tobacco Prevention and Control Branch have produced sample 100% tobacco-free model policies for community and private colleges, found in Appendix 5, 6, and 7. Although utilization of this policy is encouraged for colleges and universities across North Carolina, it is also useful to those considering such a policy in other states, because it includes the key provisions of a

model policy (see the textbox “Key Provisions of a Tobacco-Free Campus Policy”). For those coalitions or groups working toward a tobacco-free campus, this model is a useful resource that can save time and energy. Note that the model policy goes beyond eliminating tobacco use from campus and campus-owned facilities, and includes prohibitions of free distribution of tobacco, advertising, promotions and sale of tobacco on campus and investment in tobacco stocks or acceptance of money from tobacco companies. All of these important components are included in the model policy and are described in more detail below.

**Tobacco-free vs. smoke-free policies.** As described earlier in the manual, it is critical to understand the difference between smoke-free and tobacco-free campus policies. Although smoke-free policies only eliminate the use of smoked tobacco products, tobacco-free policies eliminate the use of any tobacco product. We advocate for the more inclusive tobacco-free policy because it sends a clear message that the school values the health of everyone. It also eliminates potential confusion about what is and isn't allowed on campus. Chapter IV of this manual includes a comprehensive definition of a tobacco product, which incorporates novel products and uses broad language in an attempt to cover tobacco products that may be introduced in the future.

#### Controlling the Policy Process

Whether working on a campus or community policy, the coalition should be involved in all negotiations involving the actual policy document and whenever possible, provide language for the core policy elements. You can start with a sample 100% tobacco-free policy (provided in Appendix 5, 6, and 7). By working through the process of deciding what specific provisions should be included in your policy, the decision makers responsible for policy adoption will have to weigh in on what your group believes is an appropriate policy proposal.



### KEY PROVISIONS OF A TOBACCO-FREE CAMPUS POLICY

- Prohibits all forms of tobacco use, including cigarettes, cigars, bidis, electronic cigarettes, smokeless/spit tobacco, hookahs, blunts, pipes and snuff.
- Applies to all campus grounds (including parking lots, athletic facilities, residence halls) and at university-sponsored events.
- Applies to buildings owned by the university.
- Applies to all campus property, such as campus-owned vehicles.
- Applies 24 hours a day, 7 days a week.
- Applies to students, faculty, staff and visitors.
- Prohibits the sale of tobacco products on campus.
- Prohibits the free distribution of tobacco products on campus.
- Prohibits student organizations, including campus publications, from accepting money, advertising and gifts from tobacco companies.

Controlling the policy process puts the coalition in the driver's seat when it is time to discuss and negotiate what stays and what goes in the draft policy. This will help prevent a strong policy from being weakened as it makes its way through the process.

### Addressing Other Tobacco Policies Other Campus Policies

Depending on your coalition type, you may be interested in pursuing other campus policies such as prohibiting the sale of tobacco on campus, other community policies such as limiting advertising in retail outlets, or both. You may find that the passing of the tobacco-free campus policy opened the door for your coalition or committee to pursue other tobacco efforts. Achieving a tobacco-free campus is an important milestone for a college. But there are other policies that will support changing the norm on a campus about the general acceptability of tobacco use. More comprehensive campus policies have been developed by the American College Health Association, the American Lung Association of California and the Tobacco Technical Assistance Consortium.

In addition to tobacco-free campuses, the following are suggested examples of campus policies (Hahn et al., 2012; ACHA, 2011).

- **Prohibit the sale of tobacco products on campus.** The availability of tobacco products in campus stores only reinforces the notion that tobacco use is a socially normative, sanctioned adult behavior. This policy also eliminates students' ability to use "points" or other campus monetary credits to buy tobacco products.
- **Prohibit the free distribution of tobacco products on campus, including by fraternities and sororities.** Tobacco companies often provide free samples of tobacco products at functions sponsored by college social groups such as Greek organizations, as well as at nearby clubs and bars. Campuses can ban the free distribution of tobacco products on their grounds.
- **Prohibit tobacco advertisements in college/university-run publications.** Encourage the editorial board to follow the lead of newspapers such as The New York Times, which has ceased advertising tobacco products.
- **Provide free, accessible tobacco treatment on campus, such as the QuitlineNC—and advertise this service.** Encourage students, staff and faculty who use tobacco to get help

quitting, and make it easy for them to access free services. If existing services are not being used, conduct research to find out why. Then adapt the program accordingly. Include tobacco treatment in college health plans as a covered benefit.

- **Prohibit campus organizations from accepting money from tobacco companies.** For example, do not allow organizations receiving money from the university to hold parties sponsored by tobacco companies.
- **Prohibit the university from holding stock in, or accepting donations from, the tobacco industry.** Divest all institutional stock holdings in tobacco companies. Educational institutions should prohibit the practice of profiting from investments in tobacco companies. In addition, colleges and universities should enact policies prohibiting the acceptance of any donations or grants from the tobacco industry whether the money is intended for research, funding or other university-sponsored programs.

College campuses do not exist in isolation from the surrounding community. Community norms and attitudes may affect tobacco use on- and off-campus. As your coalition moves forward with adoption and compliance of on-campus tobacco policies, the group may want to turn its attention to policies that can affect the broader off-campus community. One framework for considering which policies make sense for your community is to consider the elements of the "tobacco environment" including the 4 P's — Place, Price, Product, and Promotion — of tobacco products. Chapter IV below has a more detailed description of the policies associated with the 4P's of the tobacco environment.

### Summary of Policy Step 4

Whether your coalition just intends to work on a tobacco-free campus policy or has a longer-term agenda to adopt a range of both campus and community tobacco policies, choosing an evidence-based policy is essential. But the same type of policy can differ from campus to campus or community to community. The final language often depends on the unique nature of the problem being addressed on your campus, the breadth of support for the policy, the ability to educate and influence decision makers and the ability to effectively implement a policy. But remember, the first draft should come from the coalition and reflect the group's sense of what will best reduce the problem being addressed.