



TPCP

Tobacco Prevention & Cessation Program

Clearing the Air on College Campuses Survey Report

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INTRODUCTION

Tobacco use remains the leading preventable cause of premature death in the United States. Solid and conclusive scientific evidence has shown that the use of tobacco products or exposure to tobacco smoke damages the human body with deadly consequences. [1] In Arkansas about 470 non-smoking adults die every year as a result of secondhand smoke exposure. [2] Scientific evidence has firmly established that there is no safe level of exposure to secondhand tobacco smoke, a pollutant that causes serious illness in adults and children. [3] According to the Centers for Disease Control and Prevention, smokeless tobacco use is highest among persons aged 18-24 years old. In 2009, Arkansas ranked sixth in the nation for adult smokeless tobacco use. [4] Arkansas passed the Clean Air on Campus Act in 2009. This Act prohibits smoking in and on all college and university campuses supported by the state of Arkansas. Some of the Arkansas institutions of higher education went beyond the requirement of the state law and adopted tobacco-free policies on their campuses before the state law went into effect in August of 2010. The Arkansas Department of Health, Tobacco Prevention and Cessation Program (TPCP), in partnership with the Arkansas Department of Higher Education, implemented an online survey from July, 21 to August 4, 2010, to determine the type of tobacco policy the institutions of higher education planned to implement: a smoke-free or a tobacco-free policy; and to determine whether the Oxygen Project Tool Kit provided to these institutions was useful in their planning and implementation of the law.

OBJECTIVE

The objective was to determine the number and type of tobacco policies that Arkansas institutions of higher education planned to implement and whether or not the tool kit provided by the TPCP program was useful.

SCOPE OF WORK

In collaboration with the Arkansas Department of Higher Education, the Arkansas Department of Health-Tobacco Prevention and Cessation Program implemented an online survey among the 33 state supported institutions of higher education.

METHODOLOGY

An online survey was developed utilizing SurveyMonkey. The link to the online survey was sent to the president of the Arkansas Department of Higher Education. The president assumed the responsibility for providing the link and requesting participation to all presidents, chancellors or directors of the 33 colleges and universities supported by the state of Arkansas. The Arkansas Department of Health performed data collection, analysis, recommendations and distributions of results.

RESULTS

Of the 33 institutions of higher education, 27 responded (82%). Eight institutions out of 27 (30%) planned implementation of a smoke-free policy, while 19 (70%) planned to implement a tobacco-free policy (fig.1).

Some reasons for schools not implementing tobacco-free policies were as follows: “school is already tobacco-free;” “school needs to evaluate first the smoke-free policy;” “consideration of resources needed to monitor tobacco use;” “gradual implementation;” “the difficulty of enforcement;” and “adherence to the law” (Appendix 1).

Of the total respondent schools, 58% did not recall receiving the toolkit. However, of the 11 who did recall receiving the toolkit, 73% found it helpful in planning the implementation of smoke-free or tobacco-free tobacco campus policy (Fig. 2).

Even though only one of the respondent schools reported adding the “Click-to-Call” feature to the school’s website to refer people who smoke to the Arkansas Tobacco Quitline, 22 reported they plan to or already are providing cessation services in their institutions, four of them have no plans to offer cessation services, and one said that they will look into it if their polling indicates the need for it (Appendix I and II).

ANALYSIS

The majority of the institutions of higher education responded to the survey. It is remarkable that the majority of respondents were planning implementation of a tobacco-free policy on their school campuses and less than one-third were planning implementation of a smoke-free policy. The majority of the respondents said they did not recall receiving the toolkit. However, most of those who did recall receiving the toolkit found it helpful for planning the implementation of smoke-free or tobacco-free tobacco campus policy. It is possible that in some cases the persons receiving the toolkit was not the person who responded to the survey. Also, only one school reported adding the ‘Click-to-Call’ feature on their website (Appendix II).

CONCLUSIONS

Colleges and universities in Arkansas have made remarkable progress in creating not only smoke-free, but tobacco-free environments for students and staff. Additional efforts are necessary to ensure resources provided are received by those who will use them. The majority of these institutions are providing cessation resources, but TPCP needs to ensure that these institutions post the “Click-to-call” feature to their schools’ websites. A post-implementation survey would further determine whether or not the planned tobacco policy by the school was actually implemented. Additionally, institutions of higher education that are not supported by the state can be assessed to determine their status in regard to implementation of smoke-free policies on their campuses.

What type of tobacco policy will this school implement, a smoke-free or tobacco-free policy?

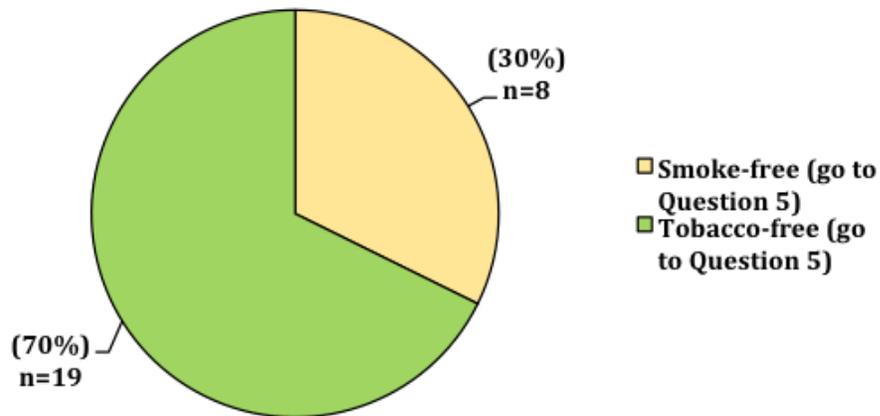


Figure 1 Overall, 70% of respondents are in the favor of implementation of tobacco-free policy, and 30% support the smoke-free policy in the school campus area.

Did the Oxygen Project tobacco-free policy toolkit help with implementation of a smoke-free or tobacco-free policy?

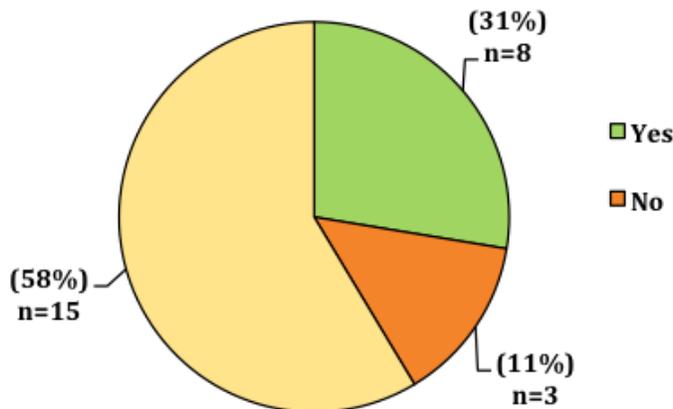


Figure 2 Over 30% of respondents believe the Oxygen Project tobacco-free toolkit would help in the implementation of a smoke-free or tobacco-free policy, and 58% did not consider the toolkit helpful in the implementation of a smoke-free or tobacco-free policy. Only 11% did not receive the toolkit.

REFERENCES

1. U.S. Department of Health and Human Services. *How Tobacco Smoke Causes Disease: A Report of the Surgeon General*. Atlanta, GA:U.S. Department of Health and Human Services, Center for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2010.
2. Campaign for Tobacco -Free Kids: The Toll of Tobacco in Arkansas, Available at http://www.tobaccofreekids.org/facts_issues/toll_us/arkansas, October 15, 2010.
3. U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke; A Report of the Surgeon General*. U.S. Department of Health and Human Services, Center for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.
4. CDC. *Morbidity and Mortality Weekly Report: State-Specific Prevalence of Cigarette Smoking and Smokeless Tobacco Use Among Adults---United States, 2009*. MMWR, 2010; 59 (43):1400--06. Available at http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5943a2.htm?s_cid=mm5943a2_w, October 22, 2010.

APPENDIX I

What, if anything, is preventing you from implementing a comprehensive TOBACCO-FREE policy? (This means banning all types of tobacco on the school campus including cigarettes and smokeless tobacco.)

- We made the decision to implement the smoke-free policy first and then evaluate from there as to whether or not to implement a total tobacco ban.
- N/A
- The smokeless tobacco issue will be addressed in the future. Staff considered the resources needed to monitor smokeless tobacco use and determined that enforcement of the state law restricting smoking was the best first step.
- Nothing. We have been tobacco-free since July 1, 2009.
- Nothing. We went tobacco-free in 2005.
- Policy has been implemented. Working on enforcement issues.
- We have been smoke-free since 2006.
- Nothing. We have implemented tobacco-free.
- There is nothing preventing our college from being tobacco-free. We first wanted to comply with the intent and the letter of the new law introduced by Rep. Barry Hyde.
- Nothing
- The college has already implemented this policy, approved by Board of Trustees 9/29/2009.
- We have implemented a tobacco-free policy.
- No barriers; we're implementing a comprehensive tobacco-free policy.
- UA Fort Smith has had this policy for at least six years.
- None
- Our campus has been smoke-free and tobacco-free since its creation in 2005.
- Gradual implementation
- The policy is being fully implemented.
- Tobacco-free policy has been in place since August 1, 2009.
- SAU is tobacco-free in buildings. The difficulty of enforcement was a factor in tobacco-free.
- ASU is adhering to the new law pertaining to the smoke-free campus. If the concept of a tobacco-free campus arises, it will be addressed and go through our shared governance process.

APPENDIX II

Do you plan to offer cessation services on your campus? If yes, please explain.

- Yes, through our student health department. Employees will also be eligible to participate.
- Yes
- Already have that in place.
- Yes, we have offered numerous classes during the past year.
- We already have and will continue to do so.
- No. We have offered them previously but the grant has expired.
- Yes, through our community education area.
- We also hope to add info to our website in the future.
- Yes. We offered a series of three classes and the final session is scheduled for new student orientation.
- Yes, on a regular basis
- No
- We have an employee program in place. For students we are referring to county health agencies
- Due to budgetary concerns, not at this time.
- Yes, we offer them once a year.
- No
- Already have
- Cessation information: yes, we are placing the 1-800-QUIT-NOW contact on our campus posters and reminder cards; we will be offering education and cessation information workshops in the future. We will be asking local health professionals to participate in Fall Fest and Spring Fling.
- Possibly if Student Affairs polling indicates a need.
- Yes, we have classes on an on-going basis conducted by our nursing department.
- We will, so far, we have not had a student who uses tobacco since our inception in 2005.
- We have offered and will continue to offer cessation programs on our campus.
- We already offer tobacco cessation assistance through our health plan.
- Yes. Several sessions have been held.
- We already have through University Health Services.
- Yes. We use the cessation program "Beat the Pack" by Pfizer for our faculty and staff in addition to the 1-800-Quit Now.
- UA benefits for employees only.
- We offer cessation services. Since we became tobacco-free in July 2008, we have experienced an increase in requests for cessation.

APPENDIX III

What additional support from the Arkansas Tobacco Prevention and Cessation Program would be helpful?

- Cessation materials would always be helpful.
- No cost cessation instructors.
- None
- We have worked with the Mississippi County Tobacco Free Coalition to promote cessation classes and a smoke-free campus.
- Revise your survey to reflect the reality that some Arkansas colleges and universities are already tobacco-free.
- Can't identify a need at this time. We'll see after August.
- Tips on enforcement of policy.
- Availability of brochures on campuses.
- Appropriate literature
- None
- "I think moving the discussion from one of health to one of respect for others and the environment should be considered. This transfers the discussion from one personal freedom to what's best for the common good."
- Brochures that could be available to students.
- None
- No
- We are fully implemented at this time.
- Follow-up and/or updates; guest speakers.
- Possibly brochures and handouts to discuss the topic with students.
- Note: We may have the toolkit but we implemented the no-tobacco policy over a year ago.
- Would appreciate receiving any new materials developed.
- Cessation experts
- N/A
- None at this time. Our policy was implemented one year ago, ahead of the legal requirement.
- Continuing to provide resource information.
- Additional supplementation for support.
- Receiving the Oxygen Project toolkit.
- Just keeping the public informed about the powerful health impact that a tobacco-free environment provides. We can improve the health of many Arkansans through this policy.



Arkansas Department of Health