

ash wales
cymru

action on smoking and health

Guide for a
Smokefree
Campus

Why we should make campuses
smokefree - and how to do it.



ash.wales

 @ashwalescymru

Guide for a Smokefree Campus

Contents

Purpose of this guide	2
Tobacco facts	3
What is a tobacco-free campus policy?	3
Key elements of a tobacco-free policy	4
What about exemptions?	6
Benefits of a comprehensive policy	6
The 3 Step Guide	7
Step 1: Develop a tobacco-free campus policy	7
Sample policy for a tobacco-free campus	8
Step 2: Implement the policy	10
Step 3: Support, monitor and evaluate the policy	11
Answers to common questions	13
Information and resources	14
Acknowledgments	14

Purpose of this guide

There are health, legal and moral obligations for workplaces to be made safe. All Welsh education institutions have some form of smokefree policy in place to protect the health of students, staff and visitors.

The aim of this guide is for campus managers and administrators to review and improve their smokefree policies to include three key elements:

- An effective smokefree policy to reduce involuntary exposure to smoke in outdoor areas;
- An end to all forms of tobacco sales and promotion on campus; and
- An ethically and socially responsible standard or core principle that ensures that the institution is not financially or materially associated with the tobacco industry.

This guide outlines how to create a comprehensive smokefree campus using a selection of the best examples from universities across the world.

Tobacco Facts

- 1 Over 5000¹ people in Wales die each year from smoke. Secondhand smoke (SHS) from other people's cigarettes causes several diseases in non-smokers - and young people are particularly vulnerable. SHS cannot be controlled by ventilation, air cleaning or spatial separation of smokers from non-smokers. It can cause significant exposure and health harm even in unenclosed areas.
- 2 Most indoor areas of workplaces and many public places are required by law to be smokefree².
- 3 The tobacco industry has a long history of misleading and deceiving governments, scientific communities and the public – at great cost to human life. For decades the tobacco industry funded research to create doubt and to undermine medical evidence for the purpose of deceiving smokers and delaying or weakening government interventions³.
- 4 The sale and promotion of tobacco products on campus is often the responsibility of student associations and campus administration; and although tobacco companies argue that these are legal products, it is neither ethical nor acceptable to profit from the sale of an addictive product that kills half of its regular users.
- 5 The UK is one of 160 countries that have ratified the World Health Organisation's Framework Convention for Tobacco Control (FCTC) – an international treaty that includes commitments to making smokefree environments the norm (Article 8) and to protect public health policies from interference by the tobacco industry (Article 5.3)⁴.

What is a smokefree campus policy?

Every campus should officially adopt not only a “smokefree” policy to protect staff, students and visitors from exposure to SHS but also a comprehensive “smokefree” policy to remove all forms of tobacco advertising, promotion and sale; and to end any financial or material connections with the tobacco industry or related third parties.



Key elements of a smokefree policy

A written policy needs to include the following key elements:

1. Research funding and student scholarships

Funds for research projects or grants, or student scholarships, must not be accepted from the tobacco industry or related third parties.

2. Personnel

Campus officials, staff, advisers, student association office-holders or other persons representing the campus must not accept gifts or enter into any arrangement, association or partnership with representatives of the tobacco industry either directly or indirectly.

3. Financial connections

Investment strategies involving tobacco companies either directly or indirectly are prohibited or will be phased out by a set date. Some Australian universities also have policies opposing all forms of investment in tobacco companies. Example: The Queensland University of Technology (2007) policy says:

The University does not invest in any tobacco companies, either directly or indirectly, through the investment strategies of its investment fund manager.

4. Career events and recruitment of students

Companies that manufacture or sell tobacco products are excluded from participating in campus careers fairs or other vocational or recruitment activities. Leading Australian universities specifically rule out partnerships with the tobacco industry.

["Partnership or other arrangement" includes research contracts, consultancies, development of teaching programs, access to University facilities. This would prohibit tobacco companies from participating in careers fairs and recruitment activities organised by the University.]



5. Smokefree public areas, buildings and vehicles

All campus properties including residence halls are smokefree. Outdoor crowded areas are smokefree and there are no outdoor designated smoking areas on site.

It's a growing international trend for campuses to introduce smokefree policies. At least 260 US campuses are 100% smokefree, indoors and out.

Example: Stanford University School of Medicine has a smokefree policy covering its entire campus and vehicles. See policy at <http://med.stanford.edu/tobaccofree/policy/>

All UK universities have some form of smokefree workplace policy to comply with relevant laws.

6. Tobacco advertising and sales

All forms of tobacco advertising and sales of tobacco products in retail are prohibited.

7. On campus quit resources

Accessible smoking cessation resources are provided and promoted as part of health services offered to students and staff.



What about exemptions to smoking restrictions?

As a minority of students and staff will be smokers (around 21% in 2014). Managers need to decide, in consultation with staff and students, if the campus should go completely smokefree and whether designated smoking areas should be phased out.

Benefits of a comprehensive policy

- A safer and healthier environment for both smokers and non-smokers;
- Higher level of compliance with legal obligations for safe workplaces;
- Reduced risk of legal action over SHS injuries;
- Cleaner environments with reduced risks of fires;
- Enhanced institutional profile as a community leader through ending sales and promotion of tobacco on campus;
- A more socially responsible and ethical standard of conduct for the institution, its staff and students when all forms of tobacco-funded research and partnerships are excluded.

The 3 Step Guide

Use the following 3 Step Guide to create a comprehensive smokefree campus policy, using the available tools and examples from leading institutions to improve your policy. Some good practical resources can also be found at this US site: www.tobaccofreeu.org/policy/index.asp

1

Develop a smokefree campus policy

Depending on your institution's current policy position, the timeline for fully implementing a smokefree policy can take up to six months and may involve some or all of the following measures:

1. Delegate

Start by assigning overall responsibility to a manager to coordinate the development and implementation of the smokefree policy. Form a Smokefree Working Group with designated responsibilities. Seek support from a high-level champion such as the Vice-Chancellor, University Councillor or Professor of Health or Medicine.

what the law requires, what areas are smokefree, placement of signage, how the policy will be enforced, penalties for breaches, training of staff (e.g. security, hospitality). Penalties should be identified and reviewed, depending on existing laws. Develop an overall implementation plan to support the draft policy statement, including a communications plan and timeline.

2. Review the status quo

Document the existing pattern of tobacco sales and promotions and assess the institution's current policy on smokefree areas and any financial or other relationships with the tobacco industry including research funding, investment strategies; and compare to best practice with other institutions as outlined in this guide. Develop and conduct a survey to identify overall level of support for a smokefree campus, the percentage of smokers and their concerns and the level of interest in the key elements of a comprehensive policy.

4. Prepare for policy change

Senior management may need to approve the draft policy statement and implementation plan. Recommendations to prohibit or end financial relationships with the tobacco industry will need approval by high level management and/or a majority vote of the council that approves the core principles of conduct for the institution. Before announcing the new policy to all staff, meet with senior and mid-level managers and inform them of the following: what steps they should take to implement the policy; how information will be communicated to staff and students (e.g. signage, notices, websites); responsibilities of staff and students; and what key messages they should emphasise to employees.

3. Develop policy

Use results of the survey to predict areas of challenge and develop strategies to address each challenge. If smokefree areas are inadequate or poorly enforced, develop a draft policy statement including

Sample policy for a smokefree campus

Smokefree Policy for (name of legal entity)

RATIONALE

The *(entity)* recognises that we have a responsibility to students and staff to provide a safe and healthy environment. Exposure to second hand smoke is harmful and therefore our campus is to be designated smokefree *(by or since specified date)*. This institution further recognises its social responsibility not to encourage tobacco use nor to support the tobacco industry in promoting lethal, addictive products.

Who is affected by the Policy

This policy applies to all people who enter the property including managers, staff, students, leaseholders, contractors and all other visitors to *(name of campus)*.

ALL CAMPUS PROPERTIES ARE SMOKEFREE

Campus properties designated as smokefree, include – but are not limited to – the following:

- Workplaces, lecture halls, access corridors and campus vehicles;
- Halls of Residence;
- Eating and hospitality areas;
- Toilets and changing rooms;
- Outdoor crowded areas including sports fields; and
- Outdoor walkways and entrances used by people to access and exit buildings.

[Include a map of the campus that clearly shows all the smokefree areas].

EXEMPTIONS

The campus is smokefree and there are no exemptions. *[No smoking is permitted anywhere. Penalties apply.]*

ENFORCEMENT STRATEGY

Staff will be trained in how to enforce the policy. Any person smoking will politely be asked to stop and reminded about the smokefree policy. If the offence continues, a second verbal warning will be issued. If this warning is ignored, a penalty will be issued. A campus contact telephone number will be promoted for breaches or feedback.

ADVERTISING, PROMOTION OR SALE OF TOBACCO PRODUCTS

This institution will not advertise, promote or allow the sale of tobacco products in any form on its premises.

RESEARCH FUNDING AND STUDENT SCHOLARSHIPS

This institution will not accept funds for research projects, grants, student scholarships or other material considerations from the tobacco industry or related third parties.

Sample policy for a smokefree campus

PERSONNEL

Campus officials, staff, advisors or other persons representing the campus shall not accept free gifts or enter into any arrangement, association, partnership with representatives of the tobacco industry directly or indirectly.

FINANCIAL CONNECTIONS

Investment strategies involving tobacco companies either directly or indirectly are prohibited or will be phased out by (specify date).

CAREER EVENTS AND RECRUITMENT OF STUDENTS

Companies that manufacture or sell tobacco products are excluded from participating in campus careers fairs or other vocational or recruitment activities.

ON CAMPUS QUIT RESOURCES

Evidence-based cessation support services will be encouraged and provided on campus.

TIMING

The commencement date for the policy is from *(specify the date)*.

POLICY REVIEW

This policy will be reviewed on an annual basis to ensure that the policy is sustained, effective and up to date.

Signed and dated by management of *(entity)*

2 Implement the policy

Announce the policy and the timeline for implementation to staff, students, on-campus retailers and/or relevant leaseholders. Ensure that appropriate mechanisms are in place to monitor and respond to feedback from managers and staff throughout the implementation process.

Implement the communications plan. Messages should include: rationale for the policy, including health effects of tobacco smoke exposure; timeline for implementation of the policy; and availability of advice and help for smokers to quit smoking.

Examples of tools

1. A sample of a smokefree campus policy (previous page).
2. Handouts for smokers who breach the smokefree policy and quit smoking support details. (See example below)
3. The use of a campus map to identify the signage placement strategy.

4. Signage for a smokefree campus.

5. Simple positive messages for inclusion in student orientation materials, such as “Welcome to our smokefree campus” and contacts for on-campus smoking cessation help.

Key points:

A campus map can be used to develop the placement strategy. Placement strategy includes type, size, location and number of signs for each building within the campus grounds. Priority or “hot spot” locations include entrances to buildings; toilets, break-out areas; eating areas; outdoor crowded areas such as bar terraces and spectator areas; and dormitories for students. Good, clear signs will help with compliance and enforcement. The smokefree campus can be promoted using a combination of media sources such as: signage, university handbooks, brochures and websites/social media.



3

Support, monitor and evaluate the policy

1. Support and follow up

Develop a plan to help smokers to quit (e.g. promote the [thefilterwales.org/Stop Smoking Wales](http://thefilterwales.org/StopSmokingWales) service and offer free professional help through the medical centre or student services). Plan a high-profile event or promotional activity, such as World No Tobacco Day, No Smoking Day or Stoptober, to celebrate the implementation of the policy.

Prepare for physical changes needed for the policy to take effect – e.g. make sure that no tobacco will be sold on campus by the relevant date and that ashtrays are removed from all areas.

If implementing a 100% smokefree campus, plan to phase out designated smoking areas by setting a review and an end date.

A one hour face-to-face training program is recommended as a minimum for key staff and potential enforcers in security, hospitality, administration and teaching.

Content should include:

- Enforcement procedures and how to deal with breaches of the policy; administrative changes that will result from policy implementation (e.g. posting of signs, inclusion of policy in campus manuals, handbooks or websites/social media); and support services to help smokers quit.
- Distribute signs and communications materials to be used when the policy takes effect. Sign text may include: “Welcome to our smokefree campus”; “No Smoking”.
- Job postings for new staff and relevant notices for students should make clear that the campus is smokefree. Debrief the Smokefree Working Group and assign duties for ongoing activities such as responding to comments and evaluating impacts of the smokefree policy.

2. Monitor and evaluate

Monitor and respond to input from staff and students and visitors – specifically on implementation and enforcement processes. If compliance is high, the policy may be self-enforcing. Identify any areas of non-compliance or confusion and make sure the policy is being applied equitably. Key indicators of success of the new policy may include: staff, student and retailer/leaseholder compliance with policy; level of satisfaction with policy; and smokers who quit and made quit attempts after the implementation of the policy. Report evaluation results to the Smokefree Working Group and management.

Key points:

Relevant staff need to know about the smokefree policy and some staff in security, hospitality and administration may need to be trained in the policy and how to enforce it.

Specific areas include:

- how it will be implemented
- who will enforce it,
- responsibilities and duties of staff in communicating that the campus is smokefree.

Ideally, the policy should be self-enforcing; however, an enforcement strategy should include clear statements about how to handle breaches. A graduated approach is recommended starting with verbal warnings and increasing to penalties if warnings and signage continue to be ignored. A campus contact telephone line and email contact should be promoted so that students or staff can report complaints for further action or provide other feedback.

3. Celebrate

Celebrate your smokefree success in conjunction with national or international events such as World No Tobacco Day on May 31.



Answers to common questions

Q1: Is secondhand smoke really harmful?

Medical evidence is irrefutable that SHS causes serious diseases and harm to others, including non-smokers.

Q2: Why should we be smokefree?

This campus has legal responsibilities to provide safe workplaces and to protect staff, students and visitors from the known hazards of SHS. This campus recognises its responsibility not to promote or encourage tobacco use.

Q3: Why should tobacco not be sold to adults on campus when they can easily buy it off campus?

Having a campus free of tobacco sales sends a message to students, staff and visitors that the institution does not see tobacco as a “normal” product and does not want to be used as a place to promote smoking.

Q4: What about the rights of smokers?

Non-smokers have a right to breathe clean air that is not contaminated by carcinogens and other harmful substances in tobacco smoke.

Q5: What happens if someone smokes in a smokefree area?

The person smoking will be approached by a staff member or student, reminded that the area is smokefree, and asked not to smoke. If the smoker persists, campus security staff or a complaints line can be contacted for further action.



Smoking and health: information and resources

Action on Smoking and Health (ASH) Wales
ash.wales

Help Me Quit
www.helpmequit.wales

Cancer Research UK
www.cancerresearchuk.org

British Heart Foundation
www.bhf.org.uk

TobaccoFreeU (smokefree US campuses)
www.tobaccofreeu.org/policy/index.asp

World Health Organisation (WHO) Tobacco-free Initiative
www.who.int/tobacco/en

Acknowledgments

This guide has been developed from a guide by Action on Smoking and Health Australia
www.ashaust.org.au

References

¹ Tobacco and Health in Wales 2012. Public Health Wales Observatory.
www.wales.nhs.uk/sitesplus/922/page/59800

² The Smoke-free Premises etc. (Wales) Regulations 2007.
www.legislation.gov.uk/wsi/2007/787/contents/made

³ Prof Simon Chapman, “The Ethics of the cash register – taking tobacco research dollars” at
www.tobaccocontrol.bmj.com/cgi/content/full/10/1/1

⁴ See the FCTC at www.who.int/fctc/en