



# After the Banners & Balloons Are Taken Down

Sustaining Tobacco-Free Campus Policies

**Edward Gutiérrez,  
Communications Specialist**

Oregon Public Health Association  
Oregon State University  
Corvallis, OR  
October 9<sup>th</sup>, 2018

Multnomah County Health Department  
Environmental Health Services  
Tobacco Control and Prevention Program

# Objectives

- List at least **five points** to sustain a tobacco free campus policy
- Describe 2-3 ways a campus can **strengthen** their tobacco free policy
- Explain how environmental scans can improve a tobacco-free campus policy



# Overview of components

---

- A strong, **updated** written policy
- **Communication** of the policy
- Culturally competent and equitable **cessation efforts** (including at multicultural, women's, veteran's or LGBTQ resource centers)
- **Sustainability factors** to ensure an impactful policy



# Tobacco Prevention & Education Program Goals

1. Reducing exposure to secondhand smoke
2. Preventing the initiation of tobacco by youth
3. Increasing access to cessation resources for adults and youth
4. Eliminating disparities in tobacco use





# Background

---

- 98% of smokers starting using before 26 years old<sup>1</sup>
- Tobacco use is the leading cause of preventable death and disease in Multnomah County and the U.S.
- Nearly 13% of 18-20 year olds smoke cigarettes in Multnomah County<sup>2</sup>
- Many of the college and university campus policies are 10-20 years old



# Methodology

---

- Lit review
- Twelve campuses chosen
- Environmental Scan Assessment tool
  - physical environment
    - tobacco debris, signage, people smoking/vaping

## LEWIS-CLARK STATE — COLLEGE —



**Portland  
Community  
College**



# Findings

Policy



Designated Smoking Areas



Signage

**NO SMOKING OR VAPING WITHIN 10 FEET**



Under Oregon's Indoor Clean Air Act this business is smoke, aerosol and vapor free (ORS 433.835-870, effective January 1, 2016). Smoking, aerosolizing or vaporizing of inhalants is not allowed within 10 feet of building entrances, exits, windows, accessibility ramps and air intake vents.

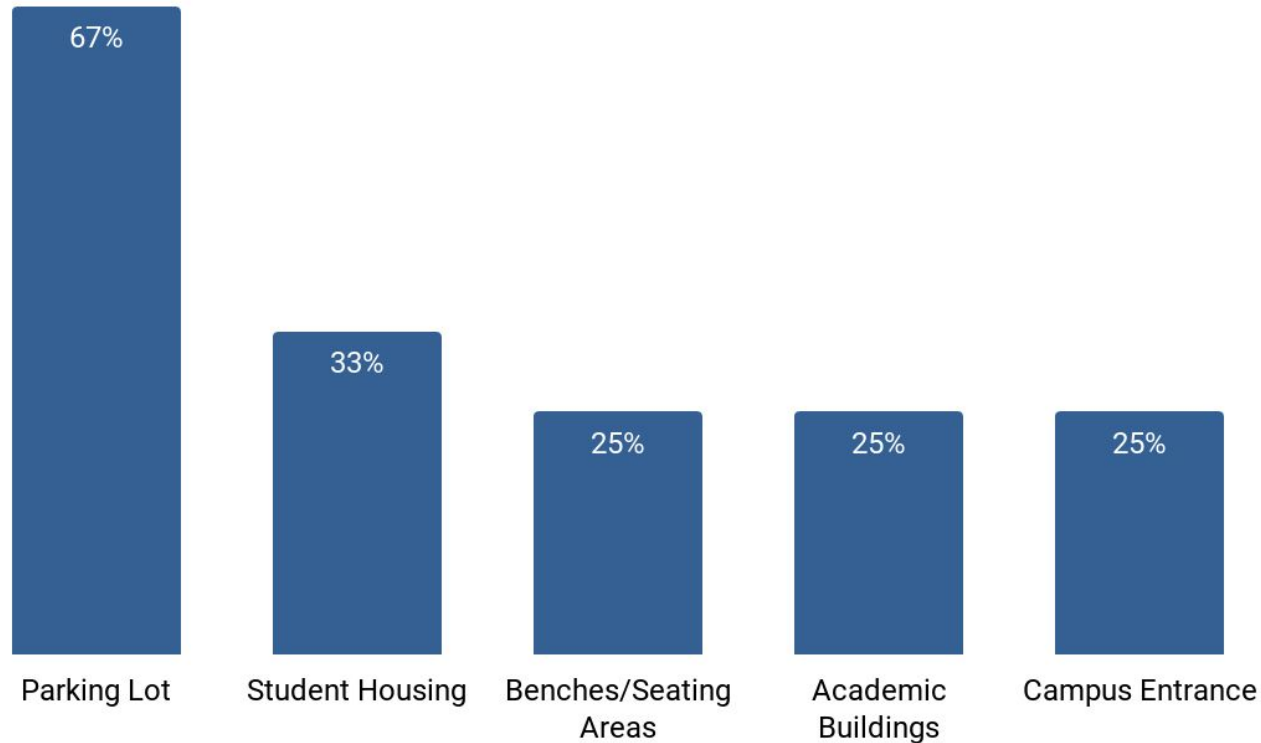
**For information and complaints:**  
1-866-621-6107 or <http://healthoregon.org/morefreshair>

**Want to quit smoking?**  
1-800-QUIT-NOW (800-784-8669)  
or 1-855-DEJELLO-YA (Español).

**SMOKEFREE oregon**

Indoor Clean Air Act

## Areas Lacking Signage

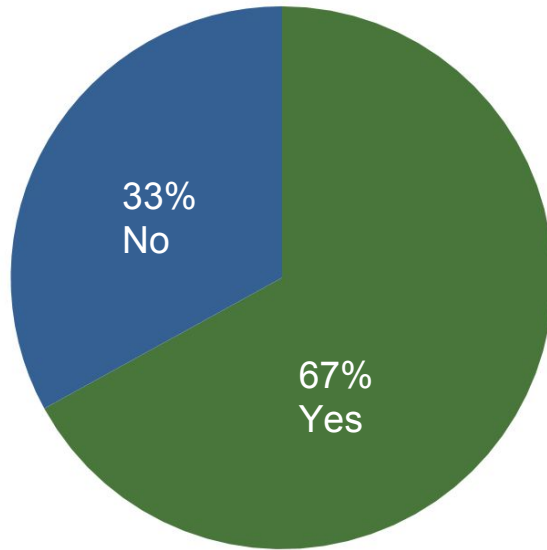


- All 12 campuses were assessed
- Content and messaging varied by campus (ie: tobacco-free campus” or “no smoking except for designated areas”)
- **All campuses assessed lacked signage or posted irregular signage in significant areas**

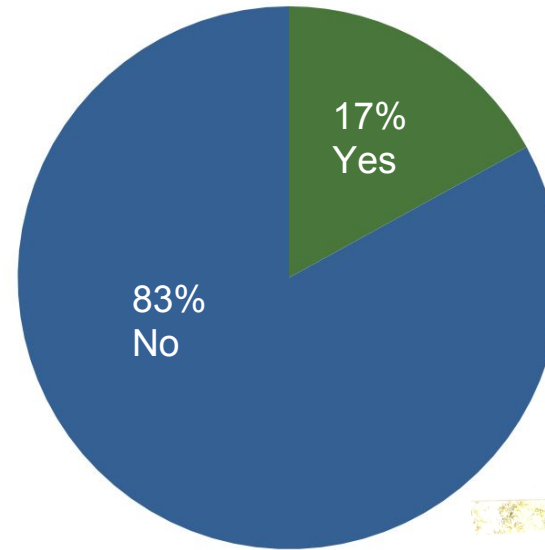


# Findings // Smoking & Vaping

Are people smoking on campus?



Are people vaping on campus?



**Concentrated areas where people were smoking/vaping included:**

- Designated smoking areas
- Under building covers/bus shelters
- Parking lots
- Benches/green spaces

**92% of college campuses had tobacco debris**





# Designated Smoking Areas



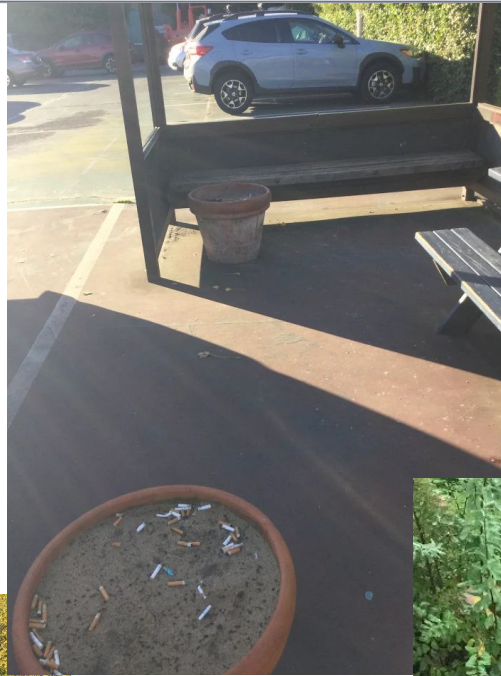


# Types of Signage





# Ashtrays



**58% of the campuses had ashtrays**



# Enforcement



## NO SMOKING



To report violations call  
1-866-559-OHIO (6446)  
in accordance with Chapter 3794  
of the Ohio Revised Code.



# Recommendations

<b>Best Practice<sup>3</sup></b>	<b>Method</b>
<b>Written Tobacco Policy</b>	Develop a comprehensive tobacco policy that includes evidence-based and best practices in tobacco prevention, cessation, and control.
<b>Communication</b>	Inform all members of campus community about tobacco policy.
<b>Cessation</b>	Offer and promote services that include tobacco cessation, such as: health screenings and counseling, free/reduced cost nicotine replacement therapy (e.g. patches, gum), quitline or support groups.
<b>Sustainability</b>	Assign permanent staff/faculty to continually evaluate and assess tobacco policy implementation.



1. Staff turnover
2. Keeping students involved
3. Graffitied, non-current, or inadequate signage
4. Lack of priority for administration, students.
5. Lack of funds



---

# Questions or Comments?





# Acknowledgements

---

**Erik Vidstrand, Program Specialist**

**Amy Wilson, On-Call Program Aide**

**Edward Gutiérrez, Communications Specialist**

**Carissa Quasny, Americorp VISTA**

Multnomah County Tobacco Control and Prevention Program is available to support tobacco policy development/improvement. For more information or to request technical assistance, contact TCPP at:

Phone: **503-988-4163**

Email: [hlth.tobacco.prevention@multco.us](mailto:hlth.tobacco.prevention@multco.us)



# References

---

<sup>1</sup>U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014.

<sup>2</sup>2012-2015 Adult Behavioral Risk Survey (BRFSS). Unpublished data.

<sup>3</sup>American College Health Association. (2011). *ACHA Guidelines: Position Statement on Tobacco on College and University Campuses* (pp. 1-2, Rep.).

<sup>4</sup>American Lung Association of Oregon. (2007). *Checklist for “Tobacco-Free Environment” Model Policy for Colleges & Universities*(Rep.).

<sup>5</sup>ORS 339.833. *Section 14*. (2017). Retrieved October 5, 2018, from <https://olis.leg.state.or.us/liz/2017R1/Downloads/MeasureDocument/SB754/Enrolled>

<sup>6</sup>*American Indian Religious Freedom Act. Public Law 95-341, 42 U.S.C. 1996 and 1996a*(p. 2650). (n.d.).

<sup>7</sup>UC Davis. (n.d.). Smoke and Tobacco Free Ambassadors. Retrieved October 5, 2018, from <https://shcs.ucdavis.edu/smoke-and-tobacco-free-ambassadors>.



# Thank you.

