

Section 3:
STRATEGIES THAT WORK

RATIONALE FOR TOBACCO-FREE CAMPUS POLICIES

As noted in Section 1, tobacco use has serious and deadly consequences. Killing more than 480,000 people each year, tobacco use is the number one cause of premature death in the nation.



Please note that the term “tobacco” in this document refers to commercially produced tobacco products only and never the traditional tobacco of our Northern Plains American Indians.

And it is not just older people who are using tobacco. College students and young adults use tobacco at alarming rates. According to the 2012 National Survey on Drug Use and Health (2013), the rate of tobacco use among this age group is declining but the numbers are still very high:

- In 2012, young adults aged 18 to 25 had the highest rate of current use of a tobacco product (38.1 percent) compared with youths aged 12 to 17 (8.6 percent) and adults aged 26 or older (27.0 percent).
- Young adults (18 to 25) also had the highest rates of current use of the following specific tobacco products:
 - 31.8% smoke cigarettes (South Dakota = 34.4%)
 - 10.7% smoke cigars
 - 5.5% use smokeless tobacco (South Dakota = 11.4%)
 - 1.8% use pipe tobacco
- 21.3% of full-time college students smoke
- 37.2% part-time college students smoke
- 24.5% college-aged males (18 to 22) enrolled in school full-time are current cigarette smokers, compared with 18.4% of females (18 to 22) enrolled in school full-time.

Post-secondary students are the youngest legal targets of tobacco industry marketing.

As rates of cigarette smoking in general have declined, tobacco companies have dramatically expanded their efforts to add new customers as well as to keep their current customers. Children have

always been a target of the tobacco companies’ marketing efforts but, following the 1998 Master Settlement Agreement, the tobacco industry was no longer as free to target children with its advertising in youth-oriented magazines and other avenues. As a result, they focused on a new target audience – 18 to 24 year olds.

College students are heavily targeted by the tobacco industry as potential, young “replacement” customers. Tobacco products of all forms remain the most widely used lethal substance on campus. One need only look at promotions held in bars near college campuses all over the country to realize

Younger adult smokers are the only source of replacement smokers.... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle.

– RJ Reynolds, 1984

that 18 to 24 year olds are important to the tobacco industry. Research shows that attendance at a tobacco industry-sponsored event at a bar, nightclub or campus party was associated with higher smoking prevalence among college students (Rigotti et al., 2004).

For the tobacco industry to use bars to promote its products is no stretch of the imagination. Alcohol consumption and smoking are frequently related. Based on data from the National Survey on Drug Use and Health (2012), the more one drinks, the more likely one is to

smoke cigarettes. More than half of heavy drinkers (age 12 and older) are current smokers. However, for non-binge drinkers or non-drinkers, only one out of six are smokers. Smokeless tobacco use and cigar use also were more prevalent among heavy drinkers than among non-binge drinkers and persons who were not current alcohol users.

It is also important to remember that college students and young adults tend to use tobacco differently. Occasional, non-daily use in social settings is fairly common; in fact, most students who smoke are not daily smokers. However, they are still at risk of smoking-related death and disease compared with those who have never smoked. Social smokers can be addicted to tobacco just as much as more frequent smokers, and they are likely to continue smoking years after they begin.

“If I’m out drinking, or hanging out with people who are smoking, then I usually get the urge to smoke. I might smoke Friday, Saturday, Sunday, and then not smoke for a week.”

At-Risk Student Populations

In a [recent guide for colleges developing tobacco-free campuses](#), Wake Forest School of Medicine outlined several groups of students that are at-risk for tobacco use. Students that are most likely to use tobacco and are heavily targeted by tobacco industry marketing and advertising include these groups:

- **First Year Students**

Away from home and exploring their new freedom, first year students may represent the most at-risk population to start smoking on campus. Some suggest that younger students may be at increased risk for tobacco use initiation because they want to follow perceived norms on campus – and they may perceive that smoking is a norm. The lack of parental control or adult supervision, combined with this desire to fit in, may turn students who rarely smoked before college into addicted users. Smoking is also seen as a way to socialize with others who are clustered together outside.

- **Fraternity and Sorority Members**

Fraternity and Sorority members are highly social and may combine smoking with their party behavior. Many of these students are social smokers and tend to smoke when they are drinking. Studies from Virginia Commonwealth University and University of Maryland (unpublished data) found approximately 60% of sorority women smoke. We also know that smokeless tobacco companies have targeted fraternities with their promotions.

- **College Baseball, Rodeo, and Other Men’s Teams**

Athletes, especially baseball players and rodeo club members, may use spit tobacco more frequently than others. Spit tobacco is unfortunately seen as part of the culture of these sports due to the heavy marketing and promotion efforts by the tobacco industry. On many campuses, spit tobacco use is highest in these sports groups. Athletes may also smoke cigarettes while not in training.

- **LGBT Students**

Among the lesbian, gay, bisexual, transgender (LGBT) community, there is evidence that suggests tobacco use is much greater than that of the general population. In fact, early studies show that lesbians and gay men are 40-70% more likely to smoke than heterosexuals. Smoking is often a stress management tool, particularly for those in the process of openly expressing their homosexuality.



- **Women**

Smoking is often associated with maintaining a lower weight. So for women students in majors where body weight is an issue, such as performance, fashion or even health-related fields, smoking may become common. In addition, the tobacco industry has continued its tradition of targeting women with newer products and advertising campaigns such as Camel No. 9.

- **American Indian Students**

American Indians have the highest tobacco use rates of any population in the state. The recreational, daily, or addicted use of commercial tobacco products is fairly new for this population. In addition to targeting youth and young adults, tobacco companies also focus on American Indians as a target of their marketing campaigns. Tobacco companies have even sought to manipulate the sacred use of tobacco and to imply that their commercial cigarette and smokeless tobacco products are easily obtained substitutes for traditional tobacco approved by elders for ceremonial use.

- **Racial/Ethnic Minorities**

CDC reports that the tobacco industry had targeted advertising and promotion of certain tobacco products to members of racial and ethnic minorities in an effort to increase tobacco use. Marketing to Hispanics has included advertising and promotion of cigarette brands with names such as Rio and Dorado. African Americans are also targeted with promotions for menthol cigarettes using campaigns featuring urban culture and language or tobacco-sponsored hip-hop bar nights with samples of specialty menthol cigarettes (CDC, 2013).

- **Art Students/Theater Students**

In [Journey of a Lifetime: One Step at a Time to a Tobacco-Free Campus](#), the authors include students in creative degree programs as being at risk. Smoking is often subconsciously reinforced for art students. While in long studio classes, instructors may dismiss students for regular breaks. When the entire class takes a break, it can turn into one large smoking club. For theater students, what's more dramatic than a tortured character puffing on a smoke? Whether used as a prop or as a symbol for artistic freedom, theater students often have a much higher rate of tobacco use.

The consequences of tobacco use are significant for both health and academic performance. As noted in Section 1, college students who smoke have higher rates of respiratory infections and asthma as well as higher rates of bacterial meningitis, especially among freshmen living in dorms. Smokers have lower grade point averages (GPA) than nonsmokers. The Harvard College Alcohol Study found that smokers are 27.0% less likely than nonsmokers to have an above B grade average. Daily smokers had even lower GPAs than high-risk drinkers. As a result, smoking can lower a school's reputation in terms of academic performance and possibly detract from its ability to raise student achievement and attract top students.

Tobacco-Free Policies Save Lives and Money

Recently, the University of California System considered and subsequently implemented a tobacco-free policy for all locations. As part of this deliberation, the committee working on the policy developed [a proposal for the Regents](#) which outlined several key points about such policies based on conclusions from the International Agency for Research on Cancer (2009) and other important research:

- Smoke-free policies substantially decrease secondhand smoke exposure.
- Smoke-free workplaces decrease cigarette consumption in continuing smokers and decrease the prevalence of adult smoking.
- Smoke-free policies decrease tobacco use in youth.
- Smoke-free policies do not decrease the business activity of the restaurant and bar industry.
- Smoke-free policies decreases respiratory symptoms in workers and decreases heart disease morbidity.
- For each employee who successfully quits tobacco, an employer can expect to see an annual savings of nearly \$3,400 (CDC, MMWR, 2002).
- Businesses pay an average of \$2,189 in workers' compensation costs for smokers compared to \$176 for nonsmokers (Musich et al., 2001).
- On average, smokers miss 6.16 days of work per year due to sickness (including smoking related acute and chronic conditions), compared to nonsmokers, who miss 3.86 days of work per year (Halpern et al., 2001).
- Each employee or dependent who quits smoking reduces annual medical and life insurance costs by at least \$210 almost immediately (Fitch et al., 2007).

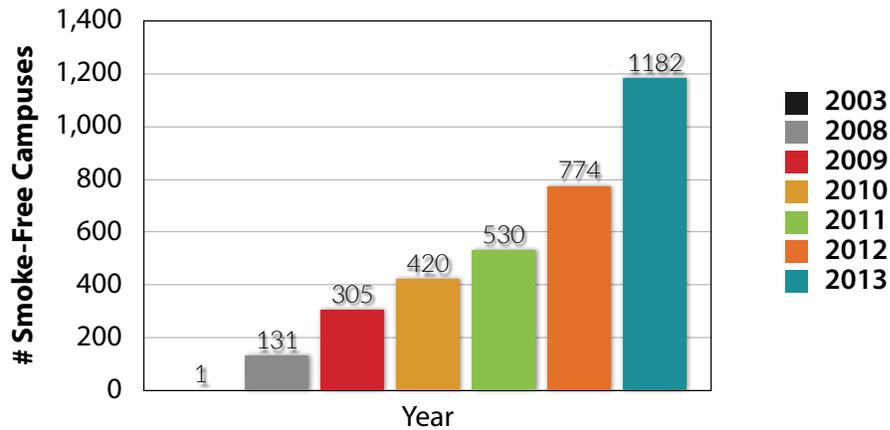
The report went on to state:

From these compelling conclusions, we foresee both short and long-term benefits from moving to a smoke-free policy. . . . There is also a rationale for the policy to eliminate smokeless forms of tobacco. Research indicates that the initiation of smoking is complete by age 25. . . . many of our students are at a vulnerable age for the initiation of smoking and seeing others use (even smokeless) tobacco products makes it more likely that they will initiate smoking and it makes it more difficult for those wishing to quit. (University of California, 2011)

Building Momentum for Smoke-Free and Tobacco-Free Colleges and Universities

The number of college campuses going smoke-free and tobacco-free has jumped dramatically since 2009. A major reason for this increase is the mounting body of evidence that smoke-free environments work. Another contributor to the policy shift was the American College Health Association's position statement on tobacco which played a major role in this movement. According to [Americans for Nonsmokers' Rights](#) (ANR), as of January 2, 2014, there are 1,182 colleges and universities in the U.S. that have adopted 100% smoke-free campus policies that eliminate smoking in indoor and outdoor areas across the entire campus, including residences. This number is expected to continue to increase as a result of the growing social norm supporting smoke-free environments, and support from within the academic community for such policies to support campus health and well-being. The following chart shows how this trend has increased over the past 10 years:

Growth of Smoke-Free Colleges in U.S.
2003-2013



ANR also noted that there are several key factors why this trend toward smoke-free and tobacco-free campuses is occurring:

- More than 80% of the U.S. population does not smoke.
- 49.1% of the U.S. population is protected by a 100% smoke-free workplace, restaurant AND bar law (as of January 2, 2014).
- Most local and state laws do not include college campuses, although some states do include state-sponsored schools in their smoke-free workplace laws.

Therefore, there is a need to protect employees and students from exposure to secondhand smoke on college campuses and create an expectation that this living and working environment be smoke-free.

Standards for a Tobacco-Free Campus Policy

A tobacco-free campus policy should be comprehensive and include more than just having smoke-free buildings. A group of colleges and universities in New England worked with the American Cancer Society to come up with a list of essential elements for a campus policy. The elements are as follows:

- Prohibit smoking and tobacco use within all college/university-affiliated buildings and at all university sponsored events – both indoor and outdoor. Classrooms, student housing, offices, living rooms, etc. should all be explicitly stated.
- Prohibit the sale of tobacco products on campus. The availability of tobacco products in campus stores serves only to reinforce the notion that cigarette smoking is a normal, sanctioned adult behavior.
- Prohibit the free distribution of tobacco products on campus, including at fraternities and sororities or at sports events. Tobacco companies are attempting to lure would-be smokers by providing free “samples” of tobacco products at functions sponsored by college social groups like fraternities and sororities, as well as at nearby clubs and bars. These giveaways are especially prevalent in settings where alcohol is being used because smoking experimentation is more likely when one’s judgment is impaired.

- Prohibit tobacco advertisements in college-run publications.
- Provide free, accessible tobacco treatment on campus and advertise it. Encourage students and staff who smoke to get help quitting, and make it easy for them to access free services. More information about how to support cessation services will be found in Section 7.
- Prohibit campus organizations from accepting money from tobacco companies. For example, do not allow organizations receiving money from the university – such as rodeo clubs – to hold events sponsored by tobacco companies at which they give out free samples and gear. Although the Food and Drug Administration’s new regulations on tobacco product advertising and marketing prohibits brand sponsorships (i.e. Skoal or Copenhagen) at these activities, there is still a possibility that they could continue the practice especially at small rural colleges. By the college prohibiting any tobacco company advertising or sponsorships, there would be no gray areas of interpretation.
- 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 as those investments are directly tied to the intentional addiction of individuals, ultimately leading to premature illness and death for many consumers. 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 scholarships, research funding, or other university-sponsored programs.

Americans for Nonsmokers Rights has developed two model policies for colleges and universities to use. There is a [model policy for a smoke-free campus](#) as well as one for a completely [tobacco-free campus](#). Wake Forest School of Medicine has developed a [model policy for community colleges](#). The [ANR Foundation maintains a list](#) of college and university campuses with smoke-free or tobacco-free policies that is comprised of campuses that are 100% smoke-free or 100% tobacco-free. This means that smoking or tobacco use is not permitted anywhere on campus at any time.

There are only three exemptions that can be made to this 100% policy and be included on the ANRF list:

1. Using tobacco inside one’s own vehicle; and/or
2. Religious ceremonies; and/or
3. Research purposes in a controlled laboratory setting.

Many campuses that formerly had partial policies become truly 100% smoke-free or tobacco-free after experiencing confusion and limited compliance with the policy. There may come a time when one of the three allowable exemptions listed above are no longer accepted. Experience has shown that it is actually easier to approve a new comprehensive policy than it is to try and improve a badly written but current policy. Based on their extensive experience, ANR notes that the best guidance for colleges and universities is to do it right the first time and not settle for anything less than a comprehensive policy.

There are several exemptions that ANR has seen in reviewing policies that keep a college or university from being included in their list.

- **Theatrical production exemption:** This exemption allows actors to smoke in productions. But actors can simulate activities or actions regardless as to whether representation of smoking is required by copyright. The key word is “representation.”
- **“Permission of the president” exemption:** This exemption is too vague and allows smoking and/or tobacco use at events or venues at the president’s discretion. The policy must describe exactly which activities warrant the president’s permission to smoke, so that the ANR Foundation is able to determine whether the policy meets one of the three allowable exemptions.
- **Sports arena and/or special event exemption:** Many schools include all areas of campus, at all times. When an arena on campus is exempted, the school is not truly 100% smoke-free.
- **Smoking area exemption.** This exemption allows a designated smoking area on campus, no matter how small and/or remote (e.g. a parking lot or outside of one residence hall). But if you can smoke on campus, the campus is not truly 100% smoke-free. It also can create confusion which could lead to noncompliance and enforcement challenges.
- **Overbroad/vague exemptions, such as “for educational purposes”, “for artistic purposes”, or “for research-related purposes” (no lab requirement), even when permission of the president is required.**

All of these exemptions create a policy that is less clear, open to interpretation and therefore, less enforceable.

“One of the biggest problems with our policy was lack of enforcement. I really think that having designated areas made the policy harder to enforce because the policy wasn’t clear.”

– Sandy Klarenbeek,
Black Hills State University

Policy Enforcement is Essential

ANR outlines some key elements to a successful policy. The stronger the policy, the greater the public health impact, AND the easier it is to comply with the rules. The key to success is to keep it simple – 100% smoke-free or tobacco-free in all places at all times. No exemptions means no confusion as to when and where one might be able to smoke.

Communication is also a key to your success. Be sure to involve all parties in the public debate about any proposed policy. Once a policy is adopted, clearly post signs on campus, send notices announcing the

policy well in advance of the implementation date via employee paystubs, student newspaper, school website, or whatever the current communication sources might be. This ensures that everyone knows **why** the policy was enacted, **what** is expected of them to comply, **when** it will take effect, **how** to get help if they want to quit smoking, and **where** to file a complaint if necessary. More information on policy implementation and enforcement will be found in Section 6.

Section 4 will discuss steps for developing a tobacco-free campus policy and how to develop partnerships to support the effort.