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## **Tobacco-free Campus Post-implementation Program**

Ashley Campbell

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## ABSTRACT

### TOBACCO-FREE CAMPUS POST-IMPLEMENTATION PROGRAM

By

ASHLEY CAMPBELL

12/4/2017

**INTRODUCTION:** There are existing grants that U.S. college and universities can apply to for implementation of a 100% smoke- or tobacco-free campus policy, but there are no current grants for campuses to sustain their policies after implementation. Available smoke- and tobacco-free grants will be analyzed.

**AIM:** To develop a Tobacco-Free Campus Post-Implementation Program for college and universities to improve their smoke- and tobacco-free initiatives that have already been implemented.

**METHODS:** A literature review will be conducted where I will use a variety of published studies on smoke- and tobacco-free campuses. A review will also be done on the available programs for funding of smoke- and tobacco-free institutions. I will then create the Tobacco-Free Campus Post-Implementation Program that funders such as Truth Initiative can use to support institutions that have already adopted 100% smoke- and tobacco-free policies. The program will help sustain and improve existing smoke- and tobacco-free campus initiatives.

**DISCUSSION:** Funding and programs to sustain and enforce tobacco-free campuses are needed. This capstone proposes a model program that can be used by funding agencies.

TOBACCO-FREE CAMPUS POST-IMPLEMENTATION PROGRAM

by

ASHLEY CAMPBELL

B.S., GEORGIA COLLEGE & STATE UNIVERSITY

A Capstone Submitted to the Graduate Faculty  
of Georgia State University in Partial Fulfillment  
of the  
Requirements for the Degree

MASTER OF PUBLIC HEALTH

ATLANTA, GEORGIA  
30303

APPROVAL PAGE

TOBACCO-FREE CAMPUS POST-IMPLEMENTATION PROGRAM

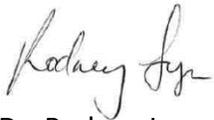
by

ASHLEY CAMPBELL

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A handwritten signature in blue ink, appearing to read 'L. Popova', with a long, sweeping underline.

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### Author's Statement Page

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A handwritten signature in cursive script that reads "Ashley Campbell".

Ashley Campbell

## TABLE OF CONTENTS

INTRODUCTION.....	1
1.1 Background.....	1
1.2 100% Smoke- and Tobacco-Free Policies.....	2
REVIEW OF THE LITERATURE.....	6
2.1 Smoke- and Tobacco-Free Campuses in Georgia.....	6
2.2 Georgia State University Tobacco-Free Policy.....	9
2.3 Policy Barriers.....	12
2.4 Suggested Improvements to Tobacco-Free Policies.....	13
2.5 Effective Implementation Strategies.....	15
2.6 Model Policy for Tobacco-Free Institutions.....	15
2.7 Tobacco-Free Campus Grant Programs.....	17
2.8 The Tobacco-Free College Program.....	17
2.9 The Tobacco-Free Generation Campus Initiative.....	18
2.10 Tobacco-Free Campus Grants in Georgia.....	20
2.11 Tobacco-Free Campus Summary.....	20
TOBACCO-FREE CAMPUS POST IMPLEMENTATION PROGRAM .....	22
3.1 Overview.....	22
3.2 Who May Apply.....	22
3.3 Project Goals and Objectives.....	23
3.4 Program Elements.....	24
3.5 Budget and Use of Funds.....	26
3.6 Funding Decisions and Notification.....	27
3.7 Reporting Requirements.....	28
3.8 Enforcement Protocol.....	28
3.9 Discussion.....	29
3.10 Resources.....	30
REFERENCES.....	35

## **Tobacco-Free Campus Post-Implementation Program**

### **CHAPTER I:**

#### **INTRODUCTION**

##### **1.1 Background**

According to the 2014 Surgeon General's report, every year cigarette smoking and secondhand smoke contributes to more than 480,000 preventable deaths (U.S. Department of Health and Human Services, 2014). It is projected that 5.6 million children living in the U.S. will die prematurely from tobacco-related diseases (Koh, 2016). The Surgeon General's report also stated that almost 99% of smokers started by the age of 26, with nearly 9 in 10 having started smoking before the age of 18 (U.S. Department of Health and Human Services, 2014). The number of 18 to 25-year-olds who started smoking increased from 650,000 in 2002 to 1,200,000 in 2014. Also in 2014, approximately 18% of full-time college students were smokers (Koh, 2016).

According to CVS Health (2017), 75% of Americans believe tobacco use is a public health problem among college students. The tobacco industry targets college-age students because they know it is a time for experimenting and change. Approximately 73% of college students see tobacco advertising at least once a week or more (CVS Health, 2017). The transition from occasional to daily smoking typically occurs by age 26 (Americans for Nonsmokers Rights, 2017). However, young adults are unlikely ever to start smoking if they have not used tobacco by the age of 26 (CDC, 2012 p. 4). The tobacco industry can legally market to young adults when they reach the age of 18 (Rigotti, Regan & Majchrzak, 2002). According to Lee et al. (2011), the tobacco industry also recognizes college as a vulnerable time

for young adults to start using tobacco products or developing an addiction to existing low-level smoking.

Alternatively, colleges are critical places for smoking prevention efforts since the majority of smokers starts before the age of 26 and since college is a time for change. According to Rigotti et al. (2002), “the college years are a crucial period in the development or abandonment of smoking behavior, and college students should be included in all tobacco control efforts. Colleges offer a potential site for interventions to discourage tobacco use.” College and university campuses can play a crucial role in prevention and quitting efforts. Interventions against smoking and tobacco use are well suited to the college environment (Lee, Ranney, & Goldstein, 2011). Various tobacco-free policies throughout the world have reduced the number of smokers, products consumed, and secondhand smoke (American College Health Association, 2011). According to The Community Guide (n.d.), comprehensive tobacco control programs are population-level interventions that reduce appeal and acceptability of tobacco use, increase tobacco use cessation, reduce secondhand smoke exposure, and prevent initiation of tobacco use among young people. Tobacco control policies and interventions on college and university campuses frequently mirror tobacco-free policies and interventions that have worked in the U.S. and around the world. Smoke-free policies are one of the most effective and widely implemented tobacco control strategies.

## **1.2 100% Smoke- and Tobacco-Free Policies**

The American College Health Association (ACHA) published a position statement on tobacco on college and university campuses in November 2011 (American College Health Association, 2011). Within the statement, ACHA outlined recommendations for schools

creating smoke-free policies and advised colleges to become 100% tobacco-free (American College Health Association, 2011). ACHA recommends a 100% tobacco-free policy because it eliminates secondhand smoke and promotes better health. 100% tobacco-free campus policies that are successful are comprehensive tobacco control programs that change tobacco norms. The ACHA recommendations of campuses becoming 100% tobacco-free both indoors and outdoors come from ecological approaches that change normative behaviors in tobacco use through altering the environment at various levels (Lee et al., 2011). The ecological approach incorporates influences at multiple levels that include intrapersonal, interpersonal or cultural, organizational, physical environment, and policy (Sallis et al., 2006). According to Sallis et al. (2006), environmental and policy variables of the ecological approach influence behavior. The ecological approach was used to promote health after researchers found increased smoking among college students in the 1990s (Lee et al., 2011). Tobacco-free campus policies that transform the campus atmosphere and promote positive health and behavior changes are the most effective and fit with the ecological approach.

According to ACHA, it is best for college and universities to implement tobacco-free policies to contribute to the reduction of smoking. A 100% smoke-free policy limits or eliminates tobacco products that produce smoke. These include cigarettes, cigars, cigarillos, mini-cigars, and hookah. Smoke-free policies specifically focus on secondhand smoke as a health concern (Tobacco Free Campus Initiative, n.d.). In contrast, a tobacco-free policy is different in that it limits or eliminates any tobacco product. Tobacco-free policies include all of the tobacco products listed in the smoke-free policy and add spit tobacco, snus, and other smokeless tobacco products. Electronic cigarettes are often included in these policies or are

being added. It is important to add electronic cigarettes to campus policies since there is a growing number of students using these products (Littlefield, Gottlieb & Cohen, 2015).

The main reason for tobacco-free policies is the health and well-being of campus members (Tobacco Free Campus Initiative, n.d.). According to the Environmental Protection Agency (EPA), secondhand tobacco smoke is classified in the most dangerous class of carcinogens, and these cancer-causing chemicals are a risk to public health (EPA, 1994). Even though smoke-free campus policies have not been around for too long, smoke-free policies have shown to reduce heart attacks, asthma, and smoking rates (Fallin et al., 2015). According to a survey done by CVS Health (2017), 57% of college students surveyed believe a tobacco-free campus is important when attending or applying to a school.

A study conducted by the ACHA-National College Health Assessment in spring 2011 found that 85% of college students in the U.S. self-identified as non-smokers (never smoked or have not smoked cigarettes in the last 30 days); 92% described themselves as non-smokers for hookah/water pipes (never used or have not used in the last 30 days); and 96% reported as non-users of smokeless tobacco (never used or have not used in the last 30 days) (American College Health Association, 2011). 15% of college students in the study identified as cigarette smokers, while 4% identified as smokeless tobacco users. One of the Healthy Campus 2020 goals that ACHA supports is, “to reduce cigarette use (within the last 30 days) by college students to below 14% and smokeless tobacco use (within the last 30 days) to below 3% by the year 2020” (American College Health Association, 2011). Smoke- and tobacco-free policies are currently working towards the goal to reduce cigarette and smokeless tobacco use by 2020.

The number of smoke- and tobacco-free campuses has grown immensely since 2011 when ACHA published their position statement. According to the Americans for Nonsmokers' Rights (ANR) (2017), there were 586 100% smoke-free campus policies in 2011. As of October 2017, there were 2,064 100% smoke-free campuses in the U.S. Of these, 1,736 are 100% tobacco-free campuses, 1,649 prohibit e-cigarette use, and 845 prohibit hookah use (Americans for Nonsmokers' Rights, 2017). American Nonsmokers' Rights Foundation (ANRF) frequently updates their list of smoke- and tobacco-free campus numbers on a document called "Smokefree and Tobacco-free U.S. and Tribal Colleges and Universities" (American Nonsmokers' Rights Foundation, 2017). ANR expects the number of campuses to continue to increase as smoke-free environments become more of a social norm.

This Tobacco-Free Campus Post-Implementation Program will later be introduced as the outcome of this capstone. This program was created due to a lack of funding for college and universities smoke- and tobacco-free policies after implementation. Organizations such as the Truth Initiative and CVS Health Foundation would be ideal program funders to improve smoke- and tobacco-free campus policy enforcement efforts. The ultimate goal of the Tobacco-Free Campus Post-Implementation Program is to advance enforcement initiatives on U.S. college and university campuses and contribute to furthering overall campus health.

## CHAPTER II:

### REVIEW OF THE LITERATURE

#### 2.1 Smoke- and Tobacco-Free Campuses in Georgia

The University System of Georgia (USG) comprises research universities, comprehensive universities, state universities, and state colleges (University System of Georgia, 2017). All 28 schools in the USG were to become tobacco-free beginning October 1, 2014. However, only five institutions: Armstrong State University, Gordon State College, Georgia Highlands College, Georgia Southern University, and Kennesaw State University in the USG are recognized on the ANRF list (American Nonsmokers' Rights Foundation, 2017). Georgia Southern University and Kennesaw State University were added to the list on October 2, 2017. Private and technical schools are not included in the USG, but they are included on the ANRF list of 20 total schools in Georgia. The other 23 college and universities in the USG are not included on the ANRF list because they are not considered entirely both indoors and outdoors smoke-free campus sites. Reasons could include allowing smoking in areas that are "off-campus property exemptions, where the property is effectively an extension of campus, e.g., off-campus staff/student housing" (ANRF, n.d.). Other non-qualifying exemptions to be included in the ANRF tobacco-free list are designated smoking areas, sports arena or special events, broad/vague, permission of the president, and theatrical productions (ANRF, n.d.). Georgia State University (GSU) allows smoking in designated areas in university housing which disqualifies the university from the ANRF list. The only policy exemptions that are allowed in policies to be considered tobacco-free by ANRF are smoking or using tobacco in a personal vehicle and smoking or using tobacco products for research purposes in a controlled laboratory setting (ANRF, n.d.).

While a large number of campuses have adopted 100% smoke- and tobacco-free policies, strategies used to implement and enforce policies vary across campuses. Some universities use an educational enforcement approach that encourage students and faculty to remind others of their campus smoking policy and offer cessation resources reporting that it works well; while others have campus police issue citations (Fallin et al., 2015). In a study published by Fallin et al. (2015), key informants on campus felt that using an education approach alone results in campus members being hesitant to confront smokers using products on campus. The key informants also felt that this approach by itself lacked efficacy. Majority of the campuses that were included in the study used active enforcement issued citations by campus police, but key informants reported concerns about lack of support from the police and excessive punishment. The study notes that best practices for enforcement use routine personnel actions for violating policies, not the police (Fallin et al., 2015).

Emory University is a private Georgia university that is included on the ANRF list of 2,064 smoke-free campuses in the U.S and is included in the 1,736 that are tobacco-free. Emory University combines a strong, multifaceted tobacco-free policy enforcement with extensive resources for prevention and cessation. Emory enhanced their policy enforcement in early 2015 by expanding patrols of student and staff tobacco-use monitors. Campus members can anonymously report certain areas known as “hot spots” where tobacco use is occurring through an online form. The campus provides tobacco-free Emory cards which is non-confrontational way to approach tobacco users. The card is useful because it explains the tobacco-free policy and includes a list of cessation resources (Emory University, 2017). Emory University (2017), provides training videos on how to approach smokers on campus, tell smokers they cannot

smoke on campus, talk to vendors, and inform parents of prospective students of the policy. These training videos are available on a public website, which also includes Emory University's tobacco-free policy, smoking statistics, cessation resources, coverage area, Emory's smoking research, and language for contracts with vendors (Emory University, 2017). Providing cessation resources is imperative; according to CVS Health (2017), 7 in 10 college students who've tried to quit without tools or programs would be more likely to use them if available.

Kennesaw State University (KSU) is a part of the USG and has recently been added to the ANRF list of smoke- and tobacco-free campuses. KSU is considered a 100% tobacco-free university on the ANRF list. Electronic cigarettes and hookah use are prohibited on campus, and this is also recognized on the ANRF list. KSU calls themselves a "Smoke/Tobacco-Free University" (Kennesaw State University, 2017). According to Kennesaw State University (2017), in January 2015 KSU's online reporting began. KSU members can report smoking incidents from the KSU Concern website. This tool is useful to track where people are smoking on campus so the appropriate personnel can take the correct action. Two months after the online reporting began, KSU started enforcing the policy through \$25 ticket per violation issued by KSU police officers. In October of 2015, the SMILE Ambassadors approach began. This approach is used to inform others of the campus policy. "Smile and be friendly when approaching someone on campus smoking or using a tobacco product. Make the assumption that the person does not know about our policy. Inform the person about our policy and resources available on campus for quitting tobacco. Let them know about the policy again. Enforce by asking them to respect our policy and stop smoking or using tobacco on our campus" (Kennesaw State University, 2017). KSU administered a survey in 2015 and 2016 to students and employees regarding the

policy. Some of the 2016 survey results indicated that out of all respondents: 67% strongly agreed or agreed that the \$25 ticketing that supports cessation programs is fair and reasonable, 16% were smokers/tobacco users, and 38% were aware they could report concerns online (Kennesaw State University, 2017). The KSU website includes policy, procedures, how to quit, FAQs, enforcement and feedback, smile ambassadors, and survey results. The website is easy to navigate and informative regarding the policy. KSU seems to be dedicated to making their university smoke/tobacco-free policy the norm to all campus members and visitors.

## **2.2 Georgia State University Tobacco-Free Policy**

The GSU smoking/tobacco-free campus policy was approved by the university senate October 18, 2012 (GSU, 2014) after the ACHA recommendation. The policy states that GSU “promotes a clean, healthy, productive and safe environment for all students, faculty, staff and visitors” (GSU, 2014). The policy also says the use of any tobacco products are not allowed on all internal and external locations of campus, parking garages, and in all GSU owned/leased vehicles. Smoking is not allowed within twenty-five feet of all campus building entrances and exits (GSU, 2014). This part of the policy was created in March 2003. Since GSU is located in the City of Atlanta, the tobacco policy is complicated because many people other than students walk on campus grounds. There is little documentation of best practices for implementing tobacco-free policies in urban and open campuses (Plemmons, 2013).

GSU’s policy regarding enforcement says that the university can discipline individuals that are in continuous violation of the tobacco-free policy, but all students, faculty, and staff share enforcement responsibility (GSU, 2014). GSU has since updated the policy in 2014 to include a list of tobacco prohibited products. The policy includes cigarettes, cigars, pipes, all

forms of smokeless tobacco, clove cigarettes, and any other smoking devices that use tobacco such as hookahs or simulate the use of tobacco such as electronic cigarettes (Georgia State University. University Policies, 2014). The advertising, sale or free sampling of tobacco products on Georgia State property is also prohibited (Georgia State University. University Policies, 2014).

The updated policy does not include the enforcement section on the website. However, the GSU student code of conduct included this section and added exceptions and tobacco cessation resources section. The exceptions section states, “University Housing designates limited exterior smoking/tobacco use areas within the grounds of residential facilities. This policy does not prohibit the use of tobacco products for educational or research purposes” (Georgia State University, 2016). Policy literature should stay consistent on all website forms and handbooks. GSU’s smoking policy web page, student code of conduct, and employee handbook have a different wording of the policy. It is important for institutions to educate their community about the policy to be successful (National Center for Tobacco Policy, 2013). GSU tobacco-free signs were posted around GSU campus during fall 2014 when all 28 USG schools were to become tobacco-free (Georgia State University. Student Affairs, 2014). GSU is not included in the 2,064 100% smoke-free campuses because of off-campus property exemptions, and smoking is allowed if a user is 25 feet away from campus building entrances. There is a section in the GSU tobacco policy that allows smoking in designated areas of university housing (Georgia State University. University Policies, 2014). GSU would have to make many changes to be included on the ANRF smoke-free list.

GSU's tobacco-free policy is lacking enforcement. Students can be found smoking on campus within twenty-five feet of buildings and in parking garages. The signs around campus do not state that smoking is not allowed within twenty-five feet of entrances. There is a variety of tobacco-free signage on GSU campus. One type of sign is large and states that GSU is a tobacco-free campus. Another type of signage is small stickers that are posted on all building entrances. The sticker says GSU is a tobacco-free campus and smoking and use of tobacco products on campus is prohibited. Students can be found smoking in front of these signs and cigarette butts can also be found near the signage. According to Plemmons (2013), the City of Atlanta owns the sidewalks, but the GSU tobacco policy prohibits tobacco use on the sidewalks within twenty-five feet of a door.

Enforcement has been an issue for smoke- and tobacco-free policies across U.S. campuses. "There has been an increase in smoke- and tobacco-free campuses across the U.S., policy implementation varies and enforcement efforts present an ongoing challenge" (Ickes, Hahn, McCann, & Kercmar, 2013). According to the National Center for Tobacco Policy (2013), "some institutions neglect to take a satisfactory approach to enforcement and consequently experience avoidable problems. When this occurs, the public health intent of their policy is jeopardized." Research has shown that if a tobacco-free campus policy is not enforced, the majority of individuals who use tobacco on campus will continue to do so (Ickes, Rayens, Wiggins & Hahn, 2015). GSU has not taken an adequate method to enforcement, and this is contributing to why students are still using tobacco products on campus. According to the National Center for Tobacco Policy (2013), campuses that implement their policies without an active enforcement plan risk noncompliance.

### **2.3 Policy Barriers**

More college campuses are implementing tobacco-free and smoke-free policies to promote better health for their students, staff/faculty, and visitors. However, the value of these policies is not being recognized due to barriers to implementation and enforcement. Some known barriers to compliance include tobacco addiction, administrators not considering tobacco use a large health issue on campus, geographical makeup of the campus, lack of signage or communication about the policy, and perceived lack of enforcement (Ickes et al., 2013). Similarly, in a study conducted by Emory University, along with current social norms on campus related to smoking and alcohol use, enforcement was found to be the number one barrier to implementing a tobacco-free policy (Emory University Tobacco Free Task Force, 2011). College campuses across the U.S. have policies in place that state the use of any tobacco products are prohibited on their campuses, but people are still using these products on school grounds due to a lack of enforcement. To illustrate this point, in a study conducted by the University of California, researchers found that after four months of the policy implementation, 55% of students saw a person smoking on campus within the last seven days (Fallin et al., 2015). The study also found that key people from each campus reported that policy compliance was a major issue, and suggested strategy was for campuses to create a campus-specific enforcement plan that combines education and active enforcement through existing personnel procedures (Fallin et al., 2015).

Although various universities have conducted studies to implement their smoke-free policies, further research is needed to provide insight into what does and does not work when implementing and enforcing tobacco-free policies. "Compliance challenges remain an often-

cited barrier to policy implementation and success. These challenges include lack of dedicated and consistent tobacco control personnel, ownership issues, inadequate funding for compliance and enforcement efforts, and inability to monitor violations of the policy and/or deal with ongoing follow up related to the policy" (Ickes et al., 2015). Strong enforcement plans and funding are needed for these policies to work. If compliance is poor, the university may consider issuing warnings and then fines for repeat violators. Breaking a tobacco policy violation should be addressed like any other campus policy violation. Education with consistent and fair enforcement is vital in establishing compliance (Glassman, Reindl & Whewell, 2011).

#### **2.4 Suggested Improvements to Tobacco-Free Policies**

According to National Center for Tobacco Policy (2013), "to be successful, institutions must educate their communities about the basis for the policy and institute an effective approach to ensuring cooperation." The National Center for Tobacco Policy has laid out methods for best practice for implementing a smoke- or tobacco-free policy. Some of these methods include:

1. Create an implementation and compliance team that will oversee the policy.
2. Formulate a plan of action how compliance will work and how it will be measured.
3. Develop and administer pre- and post- surveys to students, faculty, and staff before and after implementation of the policy.
4. Take pictures of hot spot areas where users use tobacco products before and right after enactment of the policy (National Center for Tobacco Policy, 2013).

Campuses that work towards taking these steps improve their policies. KSU and Emory University are taking these needed steps. Both universities have administered surveys and

have an online portal to submit hot spot areas. The Center for Tobacco Control Research and Education, “assert that enforcement is best done through routine personnel actions, not the police” (Fallin et al., 2015). Furthermore, Fallin et al. (2015), found that “it only takes a few serious enforcement actions, which are generally resolved without completing a formal process, for violators to start obeying the policy.” A Tobacco-free Ambassador Program study conducted by Ickes et al. (2015), was successful due to education and enforcing the policy near campus hotspots. The Ambassador Program is a sustainable strategy to improve compliance on college campuses. Compliance efforts should be explained and have budgetary amounts in campus smoke- and tobacco-free policies. Improvements upon compliance can also be later added to policies through feedback of campus surveys.

## **2.5 Effective Implementation Strategies**

The Tobacco-Free Take Action! (TFTA!) Ambassador program was created by Ickes et al. (2013), to form better compliance. One of the ambassador program goals was to empower administrators, faculty, staff, and students to remind violators of the policy using firm, but compassionate scripting. The TFTA! program trained and utilized nursing students as ambassadors. The ambassadors were trained through scripted role-playing and were assigned to campus hotspots. The students gave out policy cards that contained cessation resources to violators. The ACHA recommends campuses develop and maintain tobacco task forces like an ambassador program to support compliance and enforcement efforts (Ickes et al., 2013). Efforts to advance tobacco-free compliance and enforcement strategies are needed to ensure policies positively impact the campus community environment.

Ickes and her colleagues conducted a second study with the TFTA! ambassador program. As a result of the pilot study, the ambassadors used a treatment-focused approach where they offered information on available cessation resources (Ickes et al., 2015). Promoting existing tobacco cessation resources on campus is an effective implementation strategy while establishing new tobacco cessation resources on campus is an effective post-implementation approach. The Ambassador program showed success in improving tobacco-free policy compliance through education and monitoring and enforcing near campus hotspots. The estimated annual cost to fund the program was \$31,200. This amount may seem like a significant investment, but the researchers claim the benefits outweigh the costs because of the positive outcomes of the program and the tobacco-free policy.

Some campuses issue fines or citations as an enforcement mechanism. In a study done by Russette, Harris, Schuldberg & Green (2014), the majority of noncompliant smokers reported that citations would improve their compliance. Tobacco-free policy education should target smokers who are already noncompliant (Russette et al., 2014).

## **2.6 Model Policy for Tobacco-Free Institutions**

ANRF created a model policy for tobacco-free institutions. Institutions can use this document for their tobacco-free policy. The policy document starts with, “Because \_\_\_\_\_ [Name of College/University] is committed to providing a safe and healthy working and learning environment for the students, faculty, and staff on its campus, it hereby adopts the following tobacco-free policy” (ANR, n.d.). The document is broken down into policy sections. The first section is “Findings and Intent.” This includes smoking facts and a statement that the policy is to protect the public health of the campus. The policy protects public health

on campus by prohibiting smoking and the use of tobacco products including electronic cigarettes which encourages a healthier and more productive living and learning environment for all of the campus community (ANR, n.d.). The second section includes definitions of “electronic smoking device,” “hookah,” “smoking,” and “tobacco product.” The third section is “Smoking and Tobacco Use Prohibited on \_\_\_\_\_ [College or University] Campus.” This section explains in detail that the policy applies to all areas of the campus and smoking and the use of all tobacco products is not allowed (ANR, n.d.). The fourth section is “Promotion and Sale of Tobacco Products Prohibited on \_\_\_\_\_ [College or University] Campus.” This section describes that no tobacco-related advertising or sponsorship is permitted at campus events or in publications produced by the institution. Tobacco products or samples cannot be sold anywhere on institution grounds (ANR, n.d.). In Section 5, “Dissemination of Policy; Signage,” copies of the policy are to be distributed to all faculty, staff, and newly admitted students. Policy information is to be included on the college/universities website, and any policy changes should be announced on campus newspapers and on the website. Signs explaining that the institution is tobacco-free must be posted at all points of entry and building entrances of the institution. Ashtrays are to be prohibited (ANR, n.d.). Section 6 includes the “Transition Period” which explains when the policy will be announced prior to implementation. Smoking cessation programs must be made available on-site. The last section is Section 7. “Enforcement of Policy; Penalties.” Section 7 says, “This policy shall be enforced by the \_\_\_\_\_ [Campus Police or applicable administrative department]. Each violation of this policy is punishable by a fine not exceeding fifty dollars (\$50) and/or appropriate campus disciplinary procedures.” The date the policy will be in effect, and the signature of the chief

administrator is at the end of the document. This document is a good piece for institutions to adopt that want to comply with AFNR and to be included on their list. Institutions also do not have to come up with their policy language if they use this document.

## **2.7 Tobacco-Free Campus Grant Programs**

The next several sections will describe current funding programs to implement tobacco-free policies. The programs discussed will include the Tobacco-Free College Program and the Tobacco-Free Generation Campus Initiative. The programs guidelines and goals will be briefly explained.

## **2.8 The Tobacco-Free College Program**

The Tobacco-Free College Program is a program from the Truth Initiative that funds up to \$20,000 to U.S. community colleges and minority-serving institutions (MSIs) to adopt a 100% tobacco-free campus policy (Truth Initiative, 2017). The Truth Initiative (2017) is a non-profit health organization dedicated to tobacco education, tobacco-control research, policy studies, and community activism and engagement. According to the Truth Initiative (2017), the Tobacco-Free College Program is for community colleges and MSIs because the students tend to be at greater risk for tobacco use. Since 2015, the program has funded 135 community colleges and historically black colleges and universities adopt and implement 100% smoke- or tobacco-free policies. The program grantees receive support from the Truth Initiative through webinars, learning communities, and through in-person consultations. The program is for qualifying colleges and universities that lack a 100% smoke- or tobacco-free policy. Any official entity within a college can apply to the grant with authorization of their college administration and must identify a project lead. Only Faculty or college staff may be the project lead.

Students cannot be the project lead but may be involved in creating project activities. The Truth Initiative will not fund any colleges that receive contributions from the tobacco industry.

The goal of the program is to provide grants that support, “efforts to engage and mobilize the student population and create support among faculty, staff and administration with the goal of adopting and implementing a 100% smoke-free or 100% tobacco-free policy at MSIs or community colleges. The policy must be college-wide, affecting all campuses” (Truth Initiative, 2017). For those applying by the October 2017 deadline, the goal is to adopt a policy by June 2019. The grant application requires a work plan which includes project goal and objectives, description of activities, additional narrative (if needed), and a staffing plan. Proposals are required to have five core project elements which include: form a college taskforce; assess tobacco-related issues among students, faculty, and staff; educate and engage student, faculty, and staff about the need for and benefits through a student engagement education and advocacy activities; educate and engage adult staff, faculty, and decision-makers; identify a plan to address tobacco treatment; and develop a policy recommendation to present to key decision makers (Truth Initiative, 2017).

## **2.9 The Tobacco-Free Generation Campus Initiative**

The American Cancer Society Tobacco-Free Generation Campus Initiative (TFGCI), is a national grant that offers \$10,000-\$20,000 to colleges and universities that choose to implement 100% smoke- and tobacco-free policies (American Cancer Society, 2017). TFGCI is an American Cancer Society grant that is supported by the CVS Health Foundation. The foundation is “committed to supporting initiatives that help people lead tobacco-free lives and creating the first tobacco-free generation” (American Cancer Society, 2017). Thus far, 64

college and universities have been awarded funding thus far. The next application due date is January 15, 2018. Grantees receive technical assistance through one-on-one consultations, webinars, and other various resources throughout the grant period.

According to the American Cancer Society (2017), all public or private, non-profit, higher secondary education institution in the U.S. that are accredited by a nationally recognized accrediting agency can apply. Also, community colleges, historically black colleges and universities, and MSIs can be accepted for funding. Both institutions with partial smoke- and tobacco-free policies and those without a policy can apply, but preference is given to those that do not yet have a policy in place. If a college has less than a 100% smoke-free policy they can apply for funds to support the advocacy, adoption, and implementation of a 100% smoke- or tobacco-free policy. Institutions that currently have a 100% smoke-free policy but want to strengthen it to include other tobacco products can apply for funds to support the advocacy, adoption, and implementation of a 100% tobacco-free policy. Those that want to enforce an existing policy are asked to not apply since the funding is not for enforcement. Any official entity within a college or university can apply with the authorization of the college administration.

Colleges can also partner with local health or community organizations with an interest in support. A project lead is required and must be a member of the college faculty or staff, but students cannot be the project leads. Applicants must set goals to achieve in year one. There are five project elements that include: forming a college taskforce; assess tobacco-related issues among students, faculty, and staff; educate and engage students and staff on need and benefits of a 100% smoke- or tobacco-free policy and secure support; identify a tobacco

cessation plan; and develop a policy recommendation to present to decision makers (American Cancer Society, 2017).

### **2.10 Tobacco-Free Campus Grants in Georgia**

In Georgia, Morehouse College and the Interdenominational Theological Center are the only institutions that have been awarded the Tobacco-Free College Program from the Truth Initiative. No universities or colleges in the state of Georgia have been awarded funding for the TFGCI from the American Cancer Society. Morehouse College and the Interdenominational Theological Center have yet to be recognized on the ANRF list of smoke- and tobacco-free college and universities; however, Morehouse School of Medicine is on the list (American Nonsmokers' Rights Foundation, 2017). These two institutions may not have implemented their smoke- or tobacco-free policies yet be recognized on the ANRF list. Georgia schools are encouraged to apply for these grants to implement a smoke-or tobacco-free policy or to strengthen their existing policies.

### **2.11 Tobacco-Free Campus Summary**

100% smoke and tobacco-free campus policies are imperative for improving the health of all campus members. There are many resources for institutions to use to model their tobacco-free campus policy after. Funding for implementation of 100% smoke- and tobacco-free campuses exists, but there are limitations to these program grants. Previous research has shown that without strong program enforcement, policies will fail at becoming a 100% tobacco-free campus, and the goal of improving overall campus wellness will not be achieved. As of yet, there are no known college and university smoke- and tobacco-free grants that are strictly for

policy enforcement. The next chapter lays out a sample enforcement funding program that can be used by potential tobacco-free funders.

## **CHAPTER III:**

### **Tobacco-Free Campus Post-Implementation Program**

#### **3.1 Overview**

Currently, there are 2,064 100% smoke-free campuses in the U.S., and, 1,736 of them are 100% tobacco-free (Americans for Nonsmokers Rights, 2017). Smoke- and tobacco-free campuses protect student and faculty of college and universities against secondhand smoke. There is a lack of funding for colleges who already have smoke- and tobacco-free policies in place. Many of these institutions lack funding to keep the policy initiatives in place. There are also compliance and enforcement issues.

The Tobacco-Free Campus Post-Implementation Program (TFCPIP) is modeled after the Tobacco-Free College Program and the TFGCI but it differs because colleges and universities can receive funding for enforcement strategies. Any accredited college or university in the U.S. that has an already existing smoke- or tobacco-free campus policy in place is encouraged to apply. The goal of TFCPIP is to make smoke- and tobacco-free campuses more effective and become the norm at every U.S. college and university. Agencies, organizations, and institutions who support creating tobacco-free environments should consider funding the program to create more effective policies all over the U.S. Grant awardees will receive one-on-one consultations, online resources, and technical assistance through webinars throughout the grant funding cycle.

#### **3.2 Who May Apply**

TFCPIP will accept applications from college and universities in all 50 states. Funding is available to public or private, non-profit higher secondary education institutions in the U.S.,

accredited by a nationally recognized accrediting agency. Community and technical colleges, historically black colleges and universities (HBCUs), and all other Minority Serving Institutions (MSIs) can apply. Any qualifying institution is encouraged to apply that has either a 100% smoke- or tobacco-free policy in place.

**TFCPIP will not accept implementation only applications. If you do not have a 100% smoke- or tobacco-free policy in place, please do not apply.** Any official entity (department, administrative unit, sanctioned group or club) within a college or university may apply with the authorization of the college administration. For example, the college health center, student government, Department of Public Health, or other student organizations may apply. Those that apply can also partner with local health or community organizations that have interest in supporting enforcement efforts.

**Applicants of TFCPIP are required to submit one letter of support from an authorized representative of the college or universities administration.** Acceptable positions include college president, board of trustees, vice president of student affairs or academic affairs, and other similar senior level officials. All applications must include a project leader. The project leader must be a faculty or staff member of the college. Students are not permitted to be the project leader but are encouraged to be part of the enforcement process.

Those institutions that receive grant monies or in-kind contributions from any tobacco manufacturer, distributor, or other tobacco-related entities may not apply. Grant awardees may not accept any future funding from any tobacco manufacturer, distributor, or other tobacco-related entity or TFCPIP funding will be revoked.

### **3.3 Project Goals and Objectives**

**TFCPIP will support efforts for policy enforcement of existing 100% smoke or tobacco-free institutions. The enforcement must be campus-wide, applied to all grounds and properties, including residential facilities and university-owned and private vehicles, both indoors and outdoors at all times by students, faculty, staff, and visitors.** TFCPIP applicants must state their goals they intend to achieve within the program period and should focus on creating a policy enforcement plan and start enforcing these policies. Applicants must submit a goal achievement timeline of dates, and if awarded grantees can update these goals and dates.

### **3.4 Program Elements**

To have strong policy enforcement, proposals must contain the following core elements:

1. Form a college taskforce of students, staff, faculty, and administration. If your institution has an already existing taskforce for your smoke- or tobacco-free program, you may use this taskforce or create a separate enforcement taskforce. The purpose of the taskforce is to create/update policy enforcement and to carry out enforcement activities. Taskforce members may include student leadership, campus health center staff, wellness center staff, environmental health and safety, campus safety and security, facilities staff, maintenance staff, grounds staff, student services, president's office, and faculty for various schools of health.
2. Assess how your institution will better enforce their already existing policy. TFCPIP will provide a survey with enforcement related questions to be administered. Surveying hot spot places through environmental scanning is highly encouraged.
3. Educate and engage students, staff, and faculty about the need for better enforcement of your smoke- or tobacco-free policy and secure their support.

Education and engagement strategies for new enforcement policies would include presentations to student groups, social media, social marketing campaigns, earned media, public awareness events.

4. Develop an enforcement plan to present to key decision makers. The enforcement policy must be campus-wide, affecting all inside and outside areas of the college/university campus. A strong enforcement plan will include multiple forms of campus enforcement. Enforcement plans should be detailed and include how campuses will obtain buy-in from campus administrators

An ambassador program can be created to improve campus policy enforcement. A model ambassador program for campuses is the Tobacco-Free Take Action! (TFTA!) Ambassador program. TFTA! was created by Ickes et al. (2013). This ambassador program has shown success in improving compliance through policy education, monitoring, and enforcing near campus hotspots. Ambassadors are trained with tailored policy messaging to education and approach campus violators. The TFTA! Program had four staff ambassadors who worked a combined maximum of 60 hours per week (15 hours each) were ambassadors. Ambassadors were paid an hourly wage of \$10/hour.

5. Identify or update your policy to address tobacco cessation for students, staff, and faculty who may want to quit smoking or using tobacco products. Examples may include creating policy reminder cards that include the campus policy on the front and cessation resources on the back. Trained ambassadors and people in the campus taskforce can give the cards out to violators and new campus members to

educate about the tobacco-free policy. Other examples include adding a smoking cessation specialist held at student health center; creating a smoking cessation program with incentives; include all smoking cessation resources at student health services and student center; and update cessation resources in the student handbook, website, and school social media accounts.

Applicants should start addressing the above items in their applications and immediately after funding is administered. In addition, upon receiving the funds, TFCPIP may ask you to share your achievements, including success stories, survey data, and other communications.

### **3.5 Budget and Use of Funds**

Applicants may request funds in the range of \$20,000-\$35,000 over the course of two years, dependent on such factors as the size of the campus. Funds must support activities related to enforcement of the campus smoke- or tobacco-free policy.

**Allowable** project-related costs include:

- Personnel costs including staff time or stipends for student interns (ambassadors), enforcement officer expenses, and cessation service providers
- Costs associated with the development and printing of educational and marketing materials or smoke-free/tobacco-free policy enforcement signage and policy cards
- Cessation materials and program material costs including clinical treatments such as counseling sessions.
- Incentives for cessation programs, survey/research participation

- Supplies such as pens, t-shirts, and water bottles to promote a better policy enforcement environment
- Photocopying and printing costs
- Postage
- Office Supplies

**Unallowable** project-related costs include:

- Indirect or overhead costs,
- Capital expenditures
- Equipment expenses
- Nicotine Replacement Therapy (NRT) and pharmaceuticals.

If awarded, TFCPIP cannot be used directly or indirectly for any political activities or lobbying, including but not limited to, support of or opposition to political candidates or parties, ballot initiatives, electoral activities, or attempts to influence legislation, referenda or similar activities.

### **3.6 Funding Decisions and Notification**

All complete applications that are submitted will go through a thorough review by tobacco control experts. All applicants will be notified of the decision electronically three months after submission. Applications will be either:

- Approved and funded;
- Declined; or
- Non-responsive to guidelines.

Those that are awarded the grant will be asked to sign a program agreement outlining the terms and conditions of the award. A 75% payment of the approved budget will be given at the start of the program, and the remaining 25% will be given upon completion of certain achievements.

The amount of grant funding is non-negotiable. Submission of a program application, even one that meets all grant requirements, does not guarantee receipt of an award.

### **3.7 Reporting Requirements**

Grantees are required to report on the following:

- A mid-year narrative and financial report. Reporting guidelines will be provided during the grantee orientation webinar.
- A final narrative and financial report by the end of the grant. Reporting guidelines will be provided during the grantee orientation webinar.
- Scheduled semi-annual monitoring calls with TFCPIP staff. These calls are also an opportunity to receive technical assistance.
- Participation in overall project evaluation by TFCPIP, such as activity progress reports, online surveys, and submission of documents for review.

### **3.8 Enforcement Protocol**

Enforcement protocol will need to be added for those institutions that do not have enforcement language in their existing policies. Recommended enforcement protocol that may be included as follows:

- Educate campus police, faculty, administrators, and students on the enforcement changes.

- Create policy reminder cards to distribute to those that are violating the policy. Policy reminder cards can include the policy with the enforcement code on the front and cessation resources on the back.
- Train enforcement partners in interacting with individuals violating the policy. Update the written policy language to include the enforcement code in the student handbook, student code of conduct, policies and procedures, and school website.
- Create enforcement that includes passive and active forms of enforcement. Passive includes voluntary compliance and signage on campus entrances and all building entrances. Active enforcement includes encouraging compliance, student code of conduct/employee personnel policies, fines/community service, fees, citations, state education code, enforcement reminder cards, positive enforcement, and signage.
- College and universities that choose to issue fines should use all funds collected to support the policy through furthering enforcement, education and promotion of the policy, and tobacco cessation treatment options. Fines can be treated like parking tickets and issued by campus police. Campuses can engage student organizations to issue fines or use campus ambassadors. The money collected can go to cessation resources or enforcement funding for the future.

### **3.9 Discussion**

The TFCPIP differs from the existing national tobacco-free campus grants because the program was created to sustain already existing campus policies through improving and funding

enforcement. TFCPIP is important because, without policy enforcement, smoke- and tobacco-free campus policies will become inoperable. Key stakeholders need to have program buy in to fund this initiative. Some barriers program applicants may include not getting proper administrative support, deciding on what enforcement strategies will work best for their campuses, and how to allocate program funding.

Grantees should use or create novel enforcement ideas that work on their campuses. Some examples include paying student organizations or ambassadors who report policy violators, using fines to sustain and create enforcement methods, and creating cigarette butt collecting competitions that result in a prize. Program recipients should create lasting solutions to sustain their enforcement funding once TFCPIP program funding runs out.

### **3.10 Resources**

#### **Online Training Resources**

- COUGH Cessation Student Advocates Training Series This training series was developed for college students who are interested in learning more about how they can help improve tobacco cessation services on their campus and act as a tobacco cessation advocate. <http://cyanonline.org/college/cessation/ccsa/>
- Basic Skills for Working with Smokers - Online Course. This course provides an overview of the theory and practice necessary for practitioners working with tobacco users. [https://www.umassmed.edu/tobacco/training/basicskills\\_online/](https://www.umassmed.edu/tobacco/training/basicskills_online/)
- Rx for Change is a clinician-assisted tobacco cessation training. This training equips health professional students and practicing clinicians, of all disciplines, with evidence-

based knowledge and skills for assisting patients with quitting.

<http://rxforchange.ucsf.edu/>

- BACCHUS Initiatives Certified Peer Educator (CPE) Program. The training includes nine modules to help peer educators develop leadership skills to be able to successfully create and implement campus programs.

<https://www.naspa.org/constituent-groups/groups/bacchus-initiatives/research-grants>

### Tobacco-free policy card templates:

Front:

**Our Campus is Tobacco-Free**

Insert school name is a 100% tobacco-free campus. Thank you for not using tobacco products while on campus and helping to promote a healthy campus environment.

Insert policy website



Back:

Smoking Cessation Resources:

- Student Health Center: insert phone number
- Quit Line: 1-800-Quit-Now
- Become an EX: [www.becomeanex.org](http://www.becomeanex.org)
- Nicotine Anonymous: [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)

Insert school logo

Front:

**SMOKE-FREE MEDICAL DISTRICT**  
for the health of South Carolina

for more information on the district, a map of its boundaries or employee smoking cessation programs, contact:  
e-mail: [muscempwell@musc.edu](mailto:muscempwell@musc.edu)  
call: 843-792-1245  
visit: [www.musc.edu/tobaccofree](http://www.musc.edu/tobaccofree)  
or scan this code: 



Back:

**SMOKE-FREE MEDICAL DISTRICT**  
for the health of South Carolina

Present this coupon for a **FREE** piece of Nicorette® Gum

Present this coupon at any of the following participating locations for 1 FREE piece of Nicorette® gum:

- Rutledge Tower Pharmacy  
1<sup>st</sup> Floor of Rutledge Tower
- Ashley River Tower Pharmacy  
1<sup>st</sup> Upper Floor of ART
- Hollings Cancer Center Pharmacy  
1<sup>st</sup> Floor of HCC
- University Hospital Pharmacy  
1<sup>st</sup> Floor of University Hospital by Starbucks
- Family Medicine Pharmacy  
1<sup>st</sup> Floor of Family Medicine Building  
650 Ellis Oak, James Island

### Examples of cessation resources:

- Quit Line: 1-800-Quit-Now

- American Cancer Society: [www.cancer.org](http://www.cancer.org)
- American Diabetes Association: [www.diabetes.org](http://www.diabetes.org)
- American Heart Association: [www.americanheart.org](http://www.americanheart.org)
- American Lung Association: [www.lungusa.org](http://www.lungusa.org)
- Become an EX: [www.becomeanex.org](http://www.becomeanex.org)
- National Center for Chronic Disease Prevention and Health Promotion (CDC)-Tobacco Information and Prevention Source (TIPS): How to Quit: [www.cdc.gov/tobacco/how2quit.htm](http://www.cdc.gov/tobacco/how2quit.htm)
- Nicotine Anonymous – A 12 Step Program offering support to those who want to quit cigarettes: [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)
- Quit Smoking All Together with QuitNet.com - Stop Smoking Help and Cessation Support: [www.quitnet.com](http://www.quitnet.com)
- Smokefree.gov: [www.smokefree.gov](http://www.smokefree.gov)

### **Quit Kit Example:**

A Quit Kit can be provided by campuses as a cessation resource. Quit kits include various aids that can help tobacco users to break their habit.

Supplies:

- Large zip lock bags
- Quit Kit Labels
- Card Stock (to make 5x8 Recipient Cards- see attached form)
- Quitting methods: rubber bands, small straws, coffee stirrers, toothpicks, mints, Fireballs, cinnamon type candies, gum, sunflower seeds

Print copies of resources you want to include:

- Recipient Card
- How this Quit Kit can help me be tobacco-free

Place Quit Kits in student health center waiting and exam rooms. Students should be required to fill out Recipient Card before taking a kit. Recipient Cards are used for follow-up support and assessment of effectiveness.

Encourage student to make follow-up appointment.

Email or re-contact students periodically to offer support and monitor progress.

### **How can this Quit Kit help me become tobacco-free:**

- If you have the urge to smoke or use tobacco, chew a piece of gum, a toothpick, a straw, sunflower seeds or use mint/cinnamon candy.
- If you need something to occupy your hands while doing things that were once associated with smoking, try twisting the rubber band, doodling or playing with a pencil, straw, etc.



Smoking cessation pill     Nicotine Patch, Gum or Spray     No, I'm not planning to use meds

How did you find out about the Quit Kit? \_\_\_\_\_

[https://thewell.vcu.edu/media/student-affairs/oldthe.../build\\_and\\_use\\_quit\\_kit.doc](https://thewell.vcu.edu/media/student-affairs/oldthe.../build_and_use_quit_kit.doc)

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