

# Southern Goes Tobacco-Free: A Multi-Component Campaign to Mobilize the SCSU Community and Build Capacity for Tobacco-Free Campuses within the Connecticut State University System



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# *Today we will...*

Discuss the implementation phase of a tobacco free campus, how to mobilize university partners and students to promote a healthy learning community for students, faculty and staff, and prepare for any barriers or resistance to policy change.

## Student Affairs Professionals



What my family thinks I do



What my friends think I do



What society thinks I do



What professors think I do



What I think I do



What I really do

1. Discuss opportunities and challenges associated with tobacco free campus policies.
2. Discuss partnerships with other universities in the implementation of tobacco-free policies
3. Describe the role of student health leaders in tobacco prevention and control outreach.



- Public, fully accredited, regional comprehensive undergraduate and graduate university in New Haven, Connecticut.
  - Founded in 1893, SCSU is part of the 17-member Connecticut State Colleges and Universities (CSU) system and is governed by the Connecticut State Colleges and Universities Board of Regents for Higher Education.
  - 10,800 students: 8,250 undergraduate; 2,550 graduate.
  - 80% of SCSU graduates live and work in Connecticut.
  - 61% female, 39% male; 60% Caucasian, 15% Black/African American, 11% Hispanic/Latino.
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Our mission at the Wellness Center is to provide a warm and welcoming environment that values a healthy and connected community.



Through our education, outreach and campus collaborations we make every effort to provide our students with the tools necessary to increase their knowledge and awareness of positive health behaviors





SCSU is the first public university in Connecticut to implement a 100% tobacco-free campus policy, including e-cigarettes.

In 2016 we launched a multi-component campaign to:

1. Mobilize the SCSU community in support of this policy.
  2. Recruit, hire and train anti-tobacco youth leaders on campus, known as Tobacco-Free Ambassadors (TFAs).
  3. Lead a statewide coalition to share best practices in tobacco control and prevention and build capacity for tobacco-free policies within the state University system.
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## SCSU Tobacco Policy Statement

Smoking and tobacco use are prohibited in all facilities and areas of the Southern Connecticut State University campus with no exception. This includes, but is not limited to all indoor and outdoor areas and properties. ...This policy applies to any individual on campus property, including but not limited to: students, faculty, staff, other employees, contractors, subcontractors, volunteers, visitors and members of the public, and is applicable twenty-four (24) hours a day, seven (7) days a week.

For purposes of this policy, "smoking" means inhaling, exhaling, burning, carrying, or possessing any lighted tobacco product, including cigarettes, cigars, pipe tobacco, and any other lit tobacco products. For the purpose of this policy, "tobacco use" means the personal use of any above, as well as the use of an electronic cigarette or any other device intended to stimulate smoking, the use of smokeless tobacco, including snuff; chewing tobacco; smokeless pouches; and other form of loose-leaf, smokeless tobacco; and the use of unlit cigarettes, cigars, pipe tobacco, hookah and any other device using smoke and vapor.

The responsibility for the enforcement and communication of this policy rests with all members of the university community. This policy applies equally to students, employees and visitors. Those who violate the policy may be subject to disciplinary action or may be in violation of state law.

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SCSU seeks to promote a clean and healthy environment for ALL students, employees and visitors.

A tobacco-free campus will:

1. Protect students, faculty, staff and visitors from unwanted and involuntary exposure to tobacco and secondhand smoke
2. Provide motivation for tobacco users to get the help they need to quit for good.
3. Promote and protect the health of **all** campus members, users and non-users alike.

# Cigarette Smoking: SCSU Undergraduates

## 2016

### Regular Smoking (10+ Days in past month)

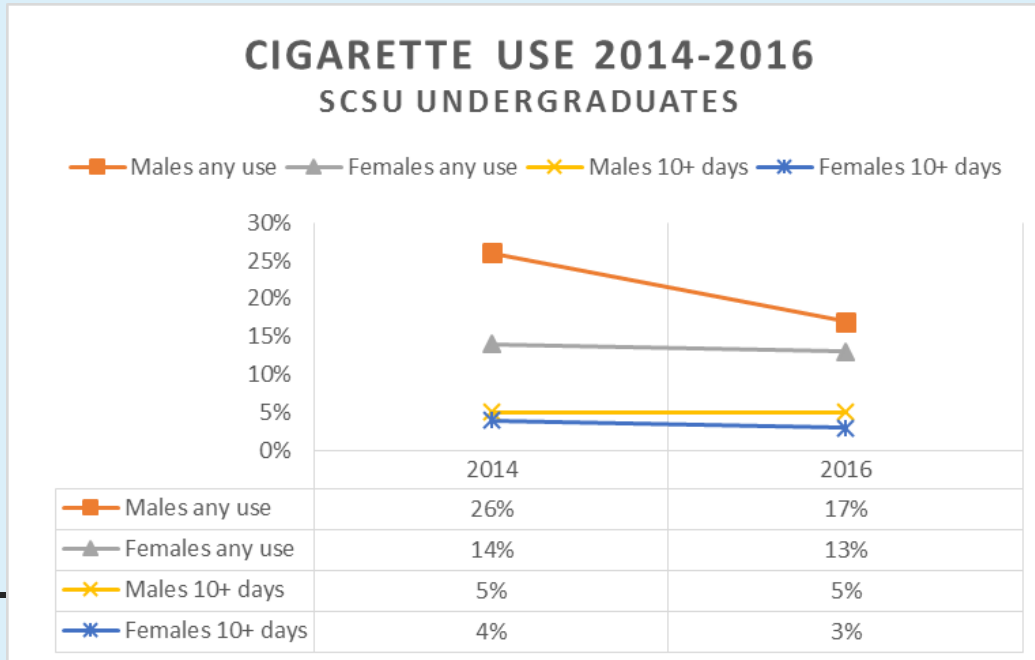
Males: 5% (US: 5.1%)

Females: 3% (US: 3.6%)

### Any Use in Past 30 Days

Males: 17% (US: 12.7%)

Females: 13% (US: 8.2%)



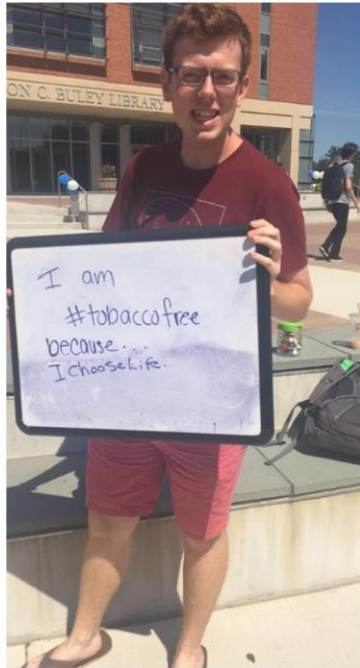
### SCSU Undergraduate use of electronic vapor devices, past 30 days (2016)

	Any Use	10+ days
Males	17%	9%
Females	9%	3%



# Why Tobacco Free Campuses?

*(aka opportunities and challenges)*



- It's #trending...more and more institutions of higher education are following the national trend and adopting smoke-free and tobacco-free campus policies.
- BUT barriers still exist in the form of student, faculty and staff resistance, limited institutional support, financial restraints, and concerns about student enrollment, retention, and enforcement.
- Student-led outreach and advocacy are critical for successful implementation and culture change.
- Partnerships with other universities who have successfully implemented such policies provide a valuable source of support and guidance.

# WHY COLLEGE CAMPUSES?

99% of all smokers start smoking before age 26, and *most become daily smokers in the year after high school*

- Tobacco-free policies *work* and decrease smoking rates
- 1,713 100% smoke-free campuses
  - 1,427 fully tobacco-free
  - 1,288 prohibit e-cigs and vaping



# Challenges

*Resistance to change*

*Student, faculty and staff  
opinion*

*Human and financial resources*

*Implementation and  
enforcement*

## Tobacco Free Subcommittee: Report and Recommendations

1 year process

- Data review
- Campus surveys and forums
- Meetings and letters of support from: Residence Hall Association, Student Government Association, Administrative Faculty Senate, Faculty Senate\*\*
- Phased implementation



## But aren't e-cigs harmless?

- E-cigs contain highly addictive nicotine, carcinogens, and other toxins
- Marketing of smokeless products has risen 400% over the last 20 years
- E-cigs have NOT been approved for use as a tobacco cessation aid
- Recent regulation will now require manufacturers to list ingredients



## I have a right to smoke...

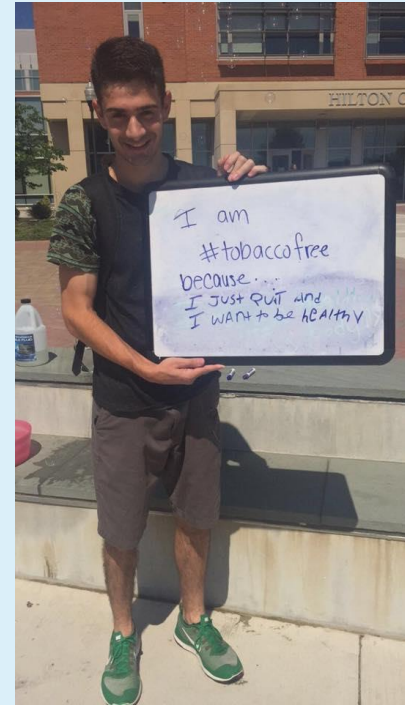
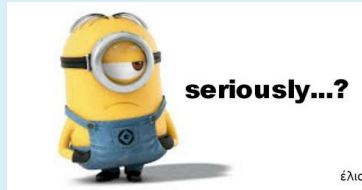
- Ok, but the university owns the campus property and can establish policies that protect the health of all campus members
- “No court has ever recognized smoking as a protected fundamental right nor has any court ever found smokers to be a protected class” (Public Health Institute)

## Are there any smoking areas on campus?

- No.

## What are you going to do to the smokers?

- Help them, connect them to cessation services, outreach and educate.



# Cessation Support



- 8-week cessation program with Dr. Diane Morgenthaler, recently trained as a Tobacco Treatment Specialist, at SCSU Health Services
- Free FDA-approved cessation medications
- Drive-through brief cessation counseling in parking garages and around campus

## Week #1

- Assess individual readiness to quit; Review medical and smoking history
- Distribute smoking diary; Discuss iquit app
- Determine quit date, preferably within the next 2 weeks

## Week #2

- Review tobacco diary and identify reward for program completion
- Remove tobacco products from surroundings; Identify triggers and discuss strategies to overcome
- Notify friend or family of intent to quit; Strategies for setbacks

## Week #3

- Review tobacco diary
- Discuss strategies for any continuing urges
- Review medical benefits and timeframe that these begin

## Week #4

- Medication adjustment as needed
- Discuss stress management techniques



# Cessation Support



## Week #5

- Medication adjustment as needed
- Discuss healthy lifestyle changes as a non-smoker

## Week #6

- Medication adjustment as needed
- Discuss ongoing resources as a non-smoker

## Week #7

- Medication adjustment as needed
- Review long-term changes and challenges

## Week #8

- Medication taper
- Celebrating a tobacco-free lifestyle
- Three month follow-up call: Check on progress, challenges, need for ongoing support
- Six month follow-up call: Check on progress, challenges, need for ongoing support
- Group Relapse Prevention Session



# *Statewide partners*



Goal: Build university capacity and share best practices in tobacco control and prevention

## Partners:

- Central CT State University
- Western CT State University
- Yale University
- CT Department of Public Health

## Activities:

- 4 state-wide conferences
- Ongoing technical assistance and on-site consultations with partner sites
- Financial support for partner universities
- Cessation Consultant
- E-cigarette expert trainer



# *Tobacco-Free Ambassadors (TFAs)*

- Anti-tobacco youth leaders on campus
  - Student-led outreach and education
  - Positive enforcement toward social norms change
  - Social media campaigns
  - e-cigarette exchange events
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### Position Description:

- Responsible for the development, organization, marketing, and implementation of engaging, student focused health promotion programming in collaboration with the SCSU Wellness Center and other campus collaborators. With a focus on preventing the initiation of tobacco use among non-smokers and peer-referrals to on campus cessation services for current tobacco users, TFA's will help promote a student-centered positive and health oriented campus culture. Presentations, outreach, and public speaking are an integral part of the job.

### Primary Responsibilities:

- Designing, planning and implementing innovative education and outreach
- Spearheading Tobacco Free Campus outreach (Tobacco Free Tuesdays, social events, e-cig exchange events, film screenings, etc)
- Actively participating and collaborating on campus wide events with campus partners
- Serving as a liaison between the campus community, faculty, staff and students
- Primary referral source for the expanded cessation programming
- Active participation in bi-weekly group and individual meetings
- Participation in required trainings
- Collection of Program data throughout the year

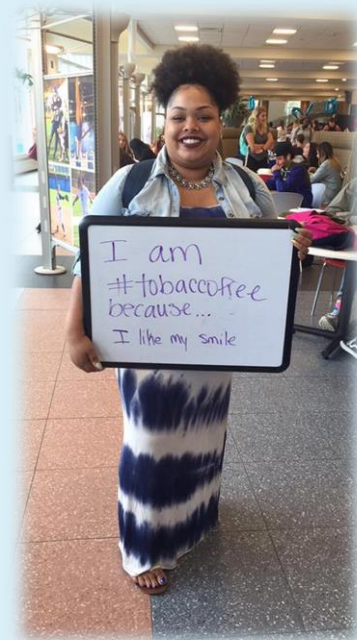
### Eligibility/Qualifications:

- Must be a part-time or full-time, undergraduate **matriculated** student
- Minimum 1-academic-year commitment from January-January
- Minimum commitment of 5 hours/week
- Graduation date of May 2018 or later
- Minimum GPA 2.5 or above
- Strong personal, organizational, and communication skills

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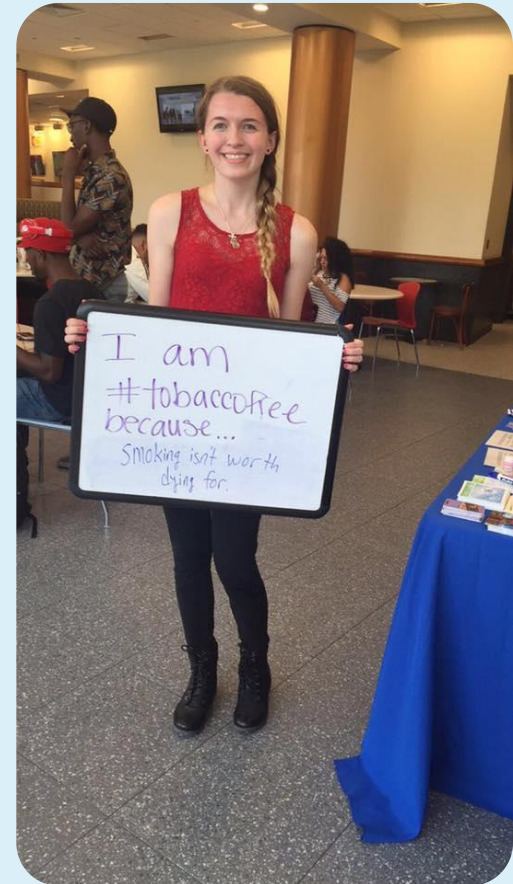
Compensation: \$500 Stipend included

Application Process: Cover letter, resume and interview



# *TFA Selection Process*

- Why are you interested in being a Tobacco Free Ambassador?
  - What activities, clubs, organizations, if any, are you involved with on campus?
  - What do you hope to gain from this position?
  - How would you support the diversity of students in the community?
  - What do you see as some of the major concerns for students today?
  - *Some of the topics we present on deal with sensitive issues such as tobacco cessation. Are you comfortable talking about these issues in public? How would you respond to someone if they reacted negatively to your outreach?*
  - *This job entails a lot of facilitating of programs in large groups. Talk about your public speaking experience in general.*
  - What are your ideas for an educational or social program that would help to create awareness about our Tobacco Free Campus?
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# *TFA Training*

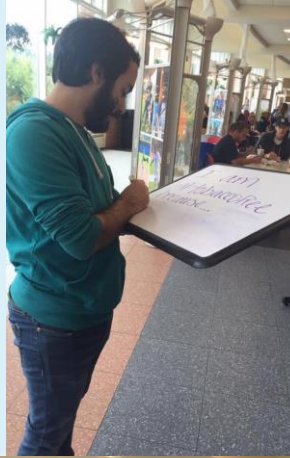
- Ice Breakers and Team Building!
- Review Tobacco-Free Campus Policy and FAQs
- Basic Skills for Working with Smokers Online Training
- TFCCI Create Change Student Toolkit
- Certified Peer Health Educator Training
- Student Tobacco Education Program (BACHHUS)
- Cessation Training
- E-cigarettes
- Communication and Public Speaking
- Programming/Events/Facilitation
- Social Marketing
- Team Building
- Reporting and Evaluation
- Advocacy Projects



Center for Tobacco Treatment Research & Training

## Fear in a Hat

- Unreceptive students
- Time conflicts & TFA Responsibilities
- Not knowing how to react in situations
- Negative backlash from students who don't want to quit or disagree with the policy
- Approaching people (especially smokers)
- Relating to students and giving them appropriate resources
- Not knowing enough information about smoking if a question arises
- Public Speaking
- Coming up with fun and interesting programs that people will like



## Excitement in a Jar

- Getting experience with Public Health related interventions
- Getting to know the SCSU community better
- Having the opportunity to help others kick the habit
- Making change
- Having the opportunity to implement skills gained towards Tobacco Free Initiative and events
- Meeting new people: students, faculty and staff
- Being a part of something that is worth fighting for
- Helping those who want to quit smoking
- Helping out with events
- The whole aspect of being a TFA-I personally think that it is really cool
- Excited about getting people excited about their health





# *Training for Enforcement*

- Not meant to force people to quit or punish them
- Promote a safe and healthy learning community for all!
- Protect nonsmokers from second hand smoke and other tobacco byproducts
- Make it easier for users to quit, coupled with cessation support programs
- De-normalize tobacco use and prevent initiation.
- Bonus: Keep our campus clean!



- **S: Smile** – Introduce Yourself
- **M: Make**...the assumption that the person doesn't know the policy
- **O: Offer**... resources for tobacco cessation
- **K: Kindly**... remind the person of the tobacco-free policy
- **E: Enforce**... the policy: ask the person to stop using the tobacco on campus

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*-Thank you SUNY Cortland!*

# *PRACTICE MAKES PERFECT...*

- Why is Southern doing this?
- What about dip? I'm not hurting anyone.
- Why can't I vape? It's safe you know.
- It's my right to smoke. I'm an adult.
- What about in my car in the wintergreen garage?
- How will the policy be enforced?
- What should I do if I see someone using tobacco on campus?
- I am interested in helping with tobacco-free efforts on campus. Who should I contact?
- Where can I go for help to quit?



# #WellFest2016 TFA

## Table: Quiz Show and Cigarette Bowling



- What is one way smoking impacts your life?
- What is one piece of advice you would give to someone who is trying to quit smoking?
- When did campus become tobacco free?
- What happens if you get caught smoking on campus?
- Where can you smoke on campus (trick question)?
- What does the tobacco free policy prohibit?
- Is vaping allowed on campus?
- Name one effective way to quit smoking?
- What does wellness mean to you?



# Checking In



## Team Building:

- True Colors Personality Quiz
- Fave kids book
- Fave quote

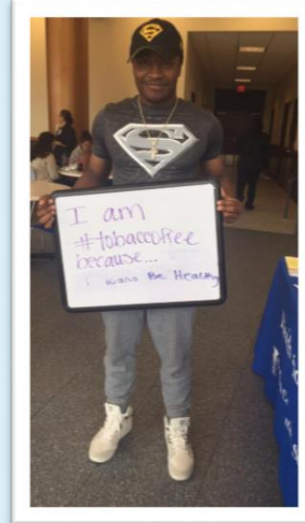
## Debrief what's working and what's not:

- Need more interactive games to engage students while tabling
- Feel well-prepared to answer questions but hesitant to approach staff and faculty

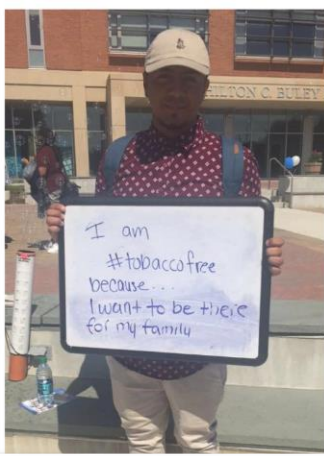


# *Tobacco Free Tuesdays*

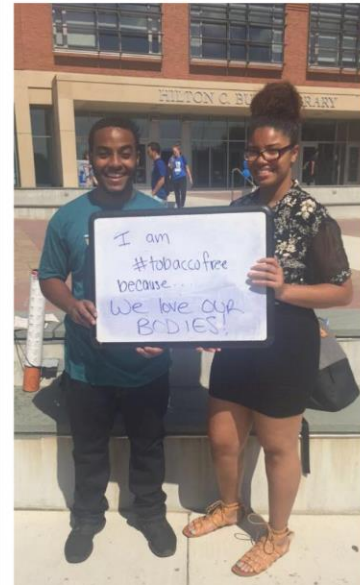
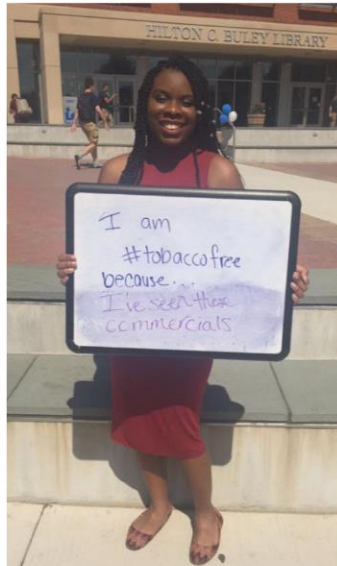
- Spin Wheel (of questions)
  - Question Box
  - Bowling
  - Graffiti Wall (with puffy paint, permanent markers, etc)
  - Jump-rope and hula hoops
  - Whiteboard questions
  - Breath of Fresh Air Bar (gum, mints, etc)
  - Balloon blow-up contest
  - Jeopardy
  - Stress Less Recess
  - Stress Relief Craft Table
  - Bubble machine
  - Glow in the Dark Event
  - Tie-dye
  - Handprints (with quick dry paint)
  - Food: Decorate your own cupcake
  - Music
  - Swag (TFA Shirts, wristbands, socks, etc)
  - Giveaways (chapstick, hand sanitizer)
- 







Blow  
Bubbles,  
Not  
Smoke!



# TFA Proposals

Tobacco Free Ambassadors are responsible for the planning and implementation of one program and are expected to support four additional programs that will be led by other TFA's.

- Kick Butts Kick-Back BBQ
- Stress Free Game Night
- Smoke-free S'mores Night
- Advocacy Project-Vape Advertising on delivery trucks
- Freshman Gift Bag
- Tobacco Marketing and Media Discussion
- Kick-butts Kick-ball
- Arts and Crafts Night

*What, How, Where, Who, When, With, Why, Needs*

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# *Challenges*

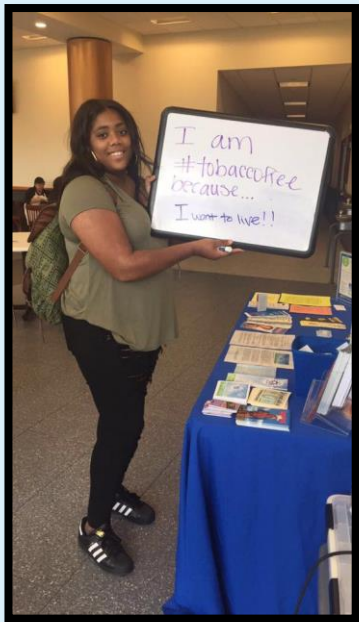
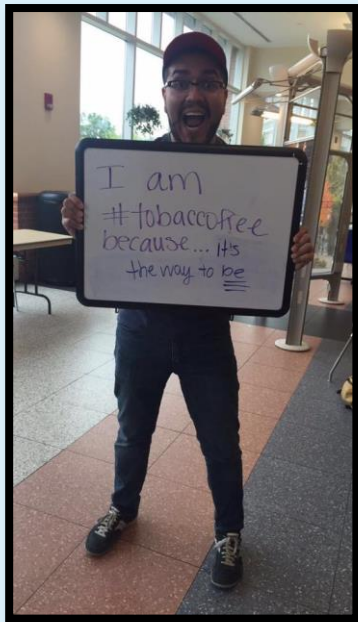


- Funding
- Enforcement
- The hold-outs



# Outcomes

- Increased knowledge of best practices in tobacco prevention and control among TFAs, Cessation Counselors, and partner university personnel
- The number and diversity of SCSU students reached via outreach programs
- The impact of programs on SCSU students' likelihood to initiate tobacco use
- The number of SCSU students who enroll in and successfully complete the enhanced cessation program
- The number of partners who participate in conferences, training and TA
- The implementation of new programs/policies for tobacco prevention and control at partner sites





# Thank you!

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