Collaboration and Campus Readiness: Policy Advocacy in a Tobacco State

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ACTIVITY:
Where is your campus now?
N.C. was once the home to over 90% of the world’s tobacco production. Major institutions such as Duke University, Wake Forest University, cities of Durham and Winston-Salem, are built on tobacco money. Rural parts of North Carolina, especially eastern NC, devoted to tobacco farming.
North Carolina has history of “preemption” laws, aimed to protect the right to smoke. State buildings were required to have 20% of their interior space designated as “smoking.” There was no regulation of outdoor spaces allowed. No city, county, or municipality could enact a rule stricter than the state law.
Making Progress...Slowly

- 2003– Schools were allowed to ban smoking. (full ban in 2007)
- 2005– Health departments could ban smoking in and up to 50 feet away from their entrances.
- 2005– Smoking was banned on the floor of the state legislature.
Campus Progress

• 2005 – North Carolina’s Health & Wellness Trust Fund gives out 20 grants for tobacco policy advocacy to N.C. colleges.
  – 20% and outdoor band are still in place.

• July 2006 – Smoking is banned in state buildings and ability to regulate is increased:
  – Community colleges and hospitals can go smoke–free
  – UNC schools can regulate smoking up to 100 feet.
Community Readiness Model*

- Based on the premise that unless a community is ready, initiation of any program is unlikely, and if initiated, likely to fail.
- Underlying premises making up the model include
  - Communities are at different stages of readiness for dealing with a specific problem;
  - This stage of readiness can be accurately assessed;
  - Communities can be moved through the stages of readiness;
  - Effective interventions must be based on the specific stage in which the community is in.

*Edwards, Jumper–Thurman, Plested, Oetting, & Swanson, 2000
Stage One: No Awareness

- Issue is not generally recognized by the community or leaders as a problem.
- Goal: Raise awareness about the issue
- UNCW strategies: CROSSROADS implements awareness and educational services to campus groups, classes, and Freshmen Orientation.
Stage Two: Denial/Resistance

- At least some community members recognized that it is a problem, but there is little or no recognition that it might be a local problem.
- Goal: Raise awareness that problem exists in the community
- UNCW strategies: Bring together key people on campus to apply for Health and Wellness Trust Fund grant; gathering of information and data from research and recommendations from American College Health Association
Stage Three: Vague Awareness

- Most feel that there is a local problem, but there is no immediate motivation to do anything about it.
- Goal: Raise awareness that community can do something
- UNCW strategies: Collect information about incidents on campus (e.g. fire from tossed cigarette, pick up butts day), Palm pilot surveys with students
Stage Four: Preplanning

- There is clear recognition that something must be done, and there may even be a committee. However, efforts are not focused or detailed.
- Goal: Raise awareness with concrete ideas to address problem
- UNCW strategies: Campus received Health and Wellness Trust Fund grant with charge to work on campus tobacco policy
Stage Four Continued

• Campus Tobacco Coalition was formed with a cross representation of faculty, staff, administration, and students.
• Presentations on the coalition’s work were developed and implemented with key student and faculty/staff groups
  – Examples: Student Government Association, Faculty Senate, Staff Council
• Interviews via email with those who could not make coalition meetings was ongoing and incorporated within the coalition’s work
Stage Five: Preparation

- Active leaders begin planning in earnest. Community offers modest support of efforts.
- Goal: Gather information with which to plan and improve programs
- UNCW strategies:
  - North Carolina law changed: Information from success of other N.C. campuses was shared with coalition members and campus community.
Baseline survey to assess attitudes about tobacco policy was conducted with first year students.

Observations studies of visibility of smokers, use of butt buckets, most common smoking areas conducted.

Palm pilot interviews with smokers
Stage Six: Initiation

- Enough information is available to justify efforts, and activities are underway.
- Goal: Provide community specific information
- UNCW strategies:
  - Present all data to key campus groups and ask for endorsement
  - Prepare draft of proposed policy for feedback from all groups and administration
  - Begin policy adoption process
Data Collection

- Bacchus & Gamma Environmental Scan Tool
- Observation study of smoking outside campus buildings
Data Collection

- Paper Survey administered to PED 101 participants (n=480)
- Online Survey open to any faculty, staff, students, and administration (n=264)
  - Announced on UNCW website
  - Available for 30 days
- Total participants: N=744
Environmental and Observation Studies

- 2 main academic buildings most populated with smokers
- No consistent signage
- Smokers ignore signs
- Butt buckets available at doorway of most buildings
- Smokers ignore buckets and throw on ground
Highlights of Data

- 70% “never smoked” or “former smoker”
- 19% Social Smokers
- 8% smoke daily
- 3% unknown
“Smoking should not be permitted:”

- In residence halls:
  - Smokers* 68% Non-Smokers 96%

- In outdoor facilities
  - Smokers 40% Non-Smokers 78%

- Everywhere
  - Smokers 67% Non-Smokers 95%

* For purposes of agreement questions, social smokers and daily smokers were combined
Non-smokers should not have to walk through smoke to enter any building:

Strongly Agree or Agree:

85% of all respondents

92% of Non-Smokers

64% of Smokers Agree
Where should people smoke?

- Not in Doorway Entrances
  Smokers 61% Non-smokers 93%

- In Designated Smoking Areas
  Smokers 89% Non-smokers 78%
“I would support a policy that prohibited smoking within 25 feet of campus buildings”

- Strongly agree or agree:
  - 86% of all respondents
  - 91% of non-smokers
  - 72% of smokers
Activity: CAMPUS MOTIVATORS and DE-MOTIVATORS
Proposed UNCW Tobacco Policy

• Smoking is prohibited in all UNCW buildings.
• Smoking is prohibited up to 25 feet outside the entrance to any campus building (measured as 25 feet from the end of each formal entrance structure).
• Smoking is prohibited in all UNCW vehicles.
• The sale of tobacco products on campus is prohibited.
• The free distribution of tobacco products on campus is prohibited.
• Registered student organizations are prohibited from accepting event sponsorship from tobacco brand companies and from promoting tobacco products.
Moving into Stabilization

- Activities are supported by administrators or community decision makers. Staff are trained and experienced.
- Goal: Stabilize efforts/program.
- UNCW strategies:
  - Develop and implemented advocate training
  - Work with Grounds and Landscaping to move butt buckets
  - Develop logo and window clings
  - Use peer educators to chalk 25 foot mark
  - Used lawn flags to mark 25 feet
Branded Look and Logo
ETS Advocates

- spread the word about the benefits of reducing environmental tobacco smoke on our campus
- educate the UNCW community about the tobacco policy
- proactively encourage compliance of the policy
- Our goal: at least one ETS Advocate in each building and department on campus.
Where we are now…. Enforcement

• Campaign for Compliance
  – Campuses find success in a constant awareness campaign, rather than punitive action.
  – Positive social pressure.
  – Campaigns to include: mailings, posters, events, creative physical reminders:
    “Caring for others starts here.”

• ETS Advocates for the Policy
  – Building specific and at large advocates.
Initial Tracking

Market Saturation Surveys
- 2/3 of students are aware of the policy
- First-year students and on-campus residents are the most aware.

Observation Studies
15-minute observations outside key building entrances

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<th>2007</th>
<th>2008</th>
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<td>Saw a smoker during observation</td>
<td>52%</td>
<td>24%</td>
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<td>Smokers were compliant with policy</td>
<td>22%</td>
<td>42%</td>
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Where we are now... data collection

- Repeated paper survey for all students in required basic studies class in fall 2008

- Repeated observation study of smoking near campus buildings in fall 2008

- Market saturation study of poster campaign in fall 2008
ACTIVITY: Making your Plan
References