What will motivate your campus to change the tobacco policy?

___ A coalition of students, faculty, and staff
___ Health-focused student body
___ High profile supporters (___administrators, ___student leaders, ___donors, ___alumni)
___ Grassroots support
___ Normative beliefs about smoking (accurate beliefs that smokers are the minority)
___ Normative beliefs about support for the policy (accurate beliefs that most people support the policy)
___ People willing to spend time working on the policy and educating the campus
___ Statistics on current tobacco use
___ Statistics on support for the policy
___ Student activism
___ Other motivators:

What obstacles do you face?

___ Community relations (where will smokers go?)
___ Faculty who smoke with students
___ Funding for educational campaigns, signage, surveys, etc
___ History of tobacco funding
___ High profile opposition (___administrators, ___student leaders, ___donors, ___alumni)
___ Important donors who are smokers or financially connected to the tobacco industry
___ Lack of grassroots support
___ Lack of people willing to spend time working on the policy and educating the campus
___ Lack of statistics on current tobacco use and support for the policy
___ Normative beliefs about smoking (misperception that “everyone smokes”)
___ Normative beliefs about support for the policy (misperception that no one supports the policy)
___ Quit tobacco resources need to be advertised or don’t exist
___ Student activism against the policy
___ Other obstacles:

Who is motivated to change your campus? Write in the name of the organizations or people willing to help.

___ Athletics (Director, coaches, trainers):
___ Community Agencies:
___ Counseling Center:
___ Community Service/Service Learning office:
___ Environmental Student Organizations:
___ Environmental Health and Safety office:
___ Faculty Senate:
___ Faculty: Health, Nursing, Psychology:
___ Fraternity/Sorority members:
___ Graduate Student Organization:
___ Health/Wellness Center:
___ Health related Student Organizations:
___ Maintenance and Grounds staff:
___ Multi-cultural Student Organizations:
___ Peer Education groups:
Residence Hall Government (eg. RHA):
__
Student Government Association:
__
Student Leaders:
__
Student Media (newspaper, radio):
__
Student Recreation Center:
__
University Police:
__
University Union staff:
__
Others:

Action Steps:
1.

2.

3.


<table>
<thead>
<tr>
<th></th>
<th>Reduces Tobacco Use</th>
<th>Moderate</th>
<th>Doesn’t Reduce Tobacco Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>My school</td>
<td>is tobacco-free</td>
<td>has a perimeter policy</td>
<td>has no outdoor smoking policy</td>
</tr>
<tr>
<td>My school</td>
<td>does not sell tobacco</td>
<td>sells tobacco at a much higher price than off-campus</td>
<td>sells tobacco at regular prices</td>
</tr>
<tr>
<td>Free distribution of tobacco products</td>
<td>is not permitted</td>
<td>I’m not sure/doesn’t happen often</td>
<td>Is permitted on my campus</td>
</tr>
<tr>
<td>Campus media (newspaper, radio, websites)</td>
<td>is not allowed to have tobacco advertising</td>
<td>doesn’t usually have tobacco advertising</td>
<td>regularly has tobacco advertising</td>
</tr>
<tr>
<td>Athletic facilities</td>
<td>Are not allowed to have tobacco advertising</td>
<td>Don’t have tobacco advertising</td>
<td>Have tobacco advertising on signs or scoreboards</td>
</tr>
<tr>
<td>Student organizations</td>
<td>Are not allowed to accept sponsorships or donations from tobacco companies</td>
<td>Don’t usually have sponsorships or donations from tobacco companies</td>
<td>can have sponsorships or donations from tobacco companies</td>
</tr>
<tr>
<td>The number of students who are daily smokers</td>
<td>Is low and well-publicized on campus</td>
<td>Is moderate and/or not well-publicized on campus</td>
<td>Is high or unknown</td>
</tr>
<tr>
<td>Campus Quit Smoking services</td>
<td>Are widely available and well used</td>
<td>Are few or are underused</td>
<td>Are not available</td>
</tr>
<tr>
<td>My school</td>
<td>Doesn’t accept donations, gifts, scholarships or any other funding from tobacco companies</td>
<td>I’m not sure</td>
<td>Does accept donations, gifts, scholarships or other funding from tobacco companies</td>
</tr>
<tr>
<td>Tobacco farming in my state</td>
<td>doesn’t exist</td>
<td>might be important but I’m not sure</td>
<td>is a big part of the economy</td>
</tr>
</tbody>
</table>

For a more detailed look at your campus, check out the Environmental Scan from www.tobaccofreeu.org