

# Tobacco-Free Colleges Newsletter

Back to  
School 2008  
issue

## HIGHLIGHT:

- Gardner-Webb University
- Updates from NC Campuses
- Implementing a 100% Tobacco-Free Campus Policy

## Welcome to the first edition of the 100% Tobacco-Free College (TFC) Newsletter!

You are receiving this email because you have expressed an interest in working to improve the health of North Carolina's youth by promoting 100% Tobacco-Free College policies. This newsletter is part of the NC Health and Wellness Trust Fund's new Tobacco Free College project, which helps NC campuses *adopt* and *implement* comprehensive tobacco use prevention policies.

When HWTF efforts to make our colleges 100% tobacco-free began in 2006, only 1 four-year university (Bennett College for Women) had adopted the policy. Two years later, 20 of North Carolina's colleges, community colleges and universities have comprehensive tobacco policies. What began as a policy initiative is now a true *grass-roots, community-based movement*.



## Inside this issue:

Campus Updates	2
Gardner-Webb University	3
We have a Policy-Now What?	4
TFC & NC Laws	4
TFC Map	5
Free State Resources	6

Local folks like you have made this movement possible. Community members from the mountains to the coast - working with other successful champions and supported by the [NC Health and Wellness Trust Fund \(HWTF\)](#) - have partnered with students, campus officials, public health departments and many others to promote the adoption of these policies on college campuses. Thank you for your extraordinary work! As always, please contact Mark Ezzell, Tobacco-Free Campus Director, at [mark.ezzell@healthwellnc.com](mailto:mark.ezzell@healthwellnc.com) if you have suggestions, comments or ideas.

*Vandana Shah, Executive Director*

## Tobacco Policy Roundup: What's happening at NC schools?

A newly-adopted 100% tobacco free policy at **Louisburg College** became effective August 1<sup>st</sup>. Congratulations, Louisburg!

**Elizabeth City State University** has recently passed a 100 foot perimeter policy, which prohibits smoking within 100 feet of campus buildings. Congratulations, ECSU!

**Peace College** has recently adopted a 100% Tobacco Free College policy, which will be in effect starting January 1, 2009. Congratulations, Peace!

**UNC-Pembroke** adopted a 100 foot perimeter policy prohibiting smoking within 100 feet of campus buildings. This policy took effect July 1<sup>st</sup>, 2008. Congratulations, UNC-P!

**Cape Fear Community College** is discussing adopting a 100% tobacco-free campus policy. The policy goes to the board of trustees in November.

**Duke University** recently completed a campus survey indicating that a majority of Duke students favor tougher tobacco use policies on campus. In April, Duke sponsored planning meeting with leaders from other area campuses, including **UNC-Chapel Hill** and **North Carolina Central University** to discuss ways to coordinate campus tobacco use prevention efforts.

Students at **UNC-Chapel Hill** have begun a new project focusing on tobacco use cessation for students.

*Do you know of other updates? If so, please contact Mark Ezzell, Tobacco Free Campus Director, at (919) 981-5245 or by email at [mark.ezzell@healthwellinc.com](mailto:mark.ezzell@healthwellinc.com).*





## One School's Story with a 100% Tobacco-Free Campus Policy: Gardner-Webb University

After one year as a tobacco-free campus, Gardner-Webb University officials indicate that the transition has been relatively easy.

"Things have gone pretty smoothly," according to Noel Manning, Gardner-Webb's Director of University and Media Relations. "We've gotten a lot of positive comments, particularly from visitors. We also received a lot of positive press about this policy."

Located in Cleveland County, Gardner-Webb is a four year institution with about 4,000 students. The university began the tobacco-free schools discussion by having a university task force study the issue. The board of trustees passed the 100% tobacco-free policy in April 2006. In January 2007, the university began a substantial publicity effort to prepare students, staff and visitors for the policy's August 6<sup>th</sup>, 2007 effective date.

Gardner-Webb offered free cessation resources, including nicotine replacement therapy, cessation classes and vigorous promotion of North Carolina's quitline ([www.quitlinenc.com](http://www.quitlinenc.com)) available at 1-800-QUIT-NOW.

Manning has a few words of advice for schools considering going tobacco-free:

- Prepare the community for the possibility of 100% tobacco-free policy. Gardner-Webb University encouraged public discussion about the policy a few months before the issue was brought to the board of trustees. This gave those with concerns an opportunity to be heard and to have their concerns addressed. Manning also suggests providing substantial time between the policy adoption and implementation. The policy was passed by the board of trustees in April 2006 but not made effective until August 2007- a difference of almost a year and a half. Manning says the administration used the intervening 17 months to "get signage, develop brochures and promote community awareness."
- Offer cessation resources. Most tobacco users want to quit, and many have tried before. Providing a tobacco-free workplace gives many the push they need to finally make the change, and providing free resources to help them quit show that the campus community truly supports their efforts to improve their health.
- Educate the public about the policy. "You need to prepare the larger community for this policy," says Manning. College campuses are used daily by the surrounding community for concerts, lectures and sporting events, and community members are frequent visitors. Signs and reminders before events help remind visitors that they are on a tobacco-free campus.

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## WE HAVE A POLICY... NOW WHAT?

Passing a comprehensive tobacco use policy on campus is really only half the battle. These policies don't work without careful, deliberate implementation.

Here are 5 steps to make your policy successful:

- **Lead Time:** The most successful policies are adopted *at least* six months before the effective date. The hard work occurs between the time the policy is passed and the time it is implemented.
- **Develop a committee and a timeline:** Once the policy is passed, form a small committee that is responsible for promoting policy awareness among students, staff and faculty. Possible committee members include student health, public information officials, SGA representatives, a faculty senate representative, security and coaches.
- **Communicate, communicate, communicate:** People generally comply with policies if they know those policies exist. Therefore, your implementation committee should spend the bulk of their efforts communicating the policy to students, staff, faculty and members of the public.
- **Resources to Quit:** It's important to prepare tobacco users prepare for this policy by giving them free resources to help them quit. QuitlineNC ([www.quitline.com](http://www.quitline.com)) is a toll-free phone resource using trained expert support who work with tobacco users to develop a "quit plan" and provide help and encouragement to make the plan work. (For more information, call 1-800-QUIT-NOW). In order to make the transition as smooth as possible for tobacco users, make sure you provide these resources soon after the policy is passed.
- **When violations occur, remind people:** Unfortunately, violations will occur. What do you do when they happen? You simply remind violators about the policy and ask them to not use their tobacco products while on campus. If done nicely-and consistently, especially at the beginning- tobacco use on campus can be expected to plummet.

## 100% TOBACCO FREE COLLEGES & NORTH CAROLINA LAW

**PRIVATE COLLEGES & UNIVERSITIES** Private colleges and universities have no restrictions on their ability to regulate tobacco use on campus. Therefore, they are able to pass comprehensive 100% tobacco-free college policies prohibiting tobacco use throughout the campus.

**COMMUNITY COLLEGES** Community colleges are exempted from state law regulating the ability of certain facilities to adopt stringent tobacco use rules. Therefore, community colleges are able to pass comprehensive 100% tobacco-free college policies prohibiting tobacco use throughout the campus. (G.S. 130A-498, G.S. 115D-20.1)

**UNC SYSTEM INSTITUTIONS** UNC system schools may prohibit smoking on their grounds. Grounds are defined to include the area located and controlled by state government within 100 linear feet of a building either:

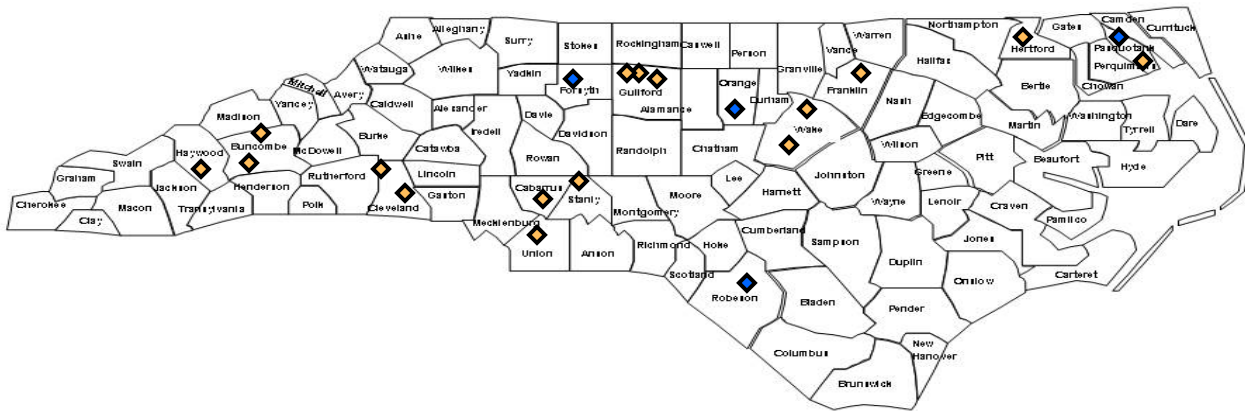
- ✦ owned and occupied by the state,
- ✦ owned by the state but leased to a third party, or owned by a third party and leased to state government.

Also, all residential dorm rooms on UNC system schools must prohibit smoking by the beginning of the 2008-2009 academic school year and all other buildings must prohibit smoking as of January 1, 2008. (G.S. 143-596-597)

Medical facilities at UNC Chapel Hill and East Carolina University may prohibit smoking on their grounds and buildings. (G.S. 143-596-597)

**Primary Source:** Wall, Aimee: *Regulation of Smoking: Update on Recent State Legislation*, Health Law Bulletin No. 87 (Sept. 2007), University of North Carolina at Chapel Hill School of Government.

## Map of 100% Tobacco-Free and Comprehensive Campus Policies Adopted in North Carolina



### List of Campuses and Home Counties as of September 2008

- Asheville-Buncombe Technical Community College (Buncombe)
- Barber-Scotia College \* (Cabarrus)
- Bennett College for Women (Guilford)
- Cleveland Community College (Cleveland)
- College of the Albemarle (Pasquotank)
- Elizabeth City State University (Pasquotank)
- Gardner-Webb University (Cleveland)
- Greensboro College (Guilford)
- Guilford Technical Community College (Guilford)
- Haywood Community College (Haywood)
- Louisburg College (Franklin)
- Montreat College (Buncombe)
- Peace College (Wake)
- Roanoke-Chowan Community College (Hertford)
- Stanly Community College (Stanly)
- University of North Carolina at Chapel Hill (Orange)
- Wake Technical Community College (Wake)
- Wingate University (Union)
- Winston-Salem State University (Forsyth)
- University of North Carolina at Pembroke (Robeson)

Legend

- ◆ Campuses with 100% Tobacco-Free Campus Policy
- ◆ UNC System campuses with 100 ft. Perimeter Policy



# Free State Resources Available

## Website

[www.tobaccofreecollegesnc.com](http://www.tobaccofreecollegesnc.com)— this user friendly site providing the public with basic, downloadable information about tobacco-free colleges and ways to implement the policy.

## Tobacco-Free Colleges Compliance Workshop

This training is offered to staff on campuses that have adopted strengthened tobacco use policies. Topics covered include: planning for implementation; common compliance challenges and solutions; and lessons learned from other tobacco-free colleges. Compliance toolkits are provided to participants.

## Quitline

At 1-800-QUIT-NOW, faculty, students and other campus staff can receive free, personalized, confidential help quitting tobacco. Online assistance is available through [www.quitlineNC.com](http://www.quitlineNC.com)

## Technical Assistance

Technical assistance is available to help campuses, college administrators, community advocates, and community coalitions develop advocacy strategies, address compliance issues, establish tobacco cessation programs and develop processes for monitoring and evaluating the policy.

## Peer Networking

We can link campus administrators interested in adopting this policy - including student government, student services, and campus health centers - with their peers on other campuses that have successfully done so.



For help with these and other resources, contact Tobacco Free Campus Director Mark Ezzell at (919) 981-5245 or at [mark.ezzell@healthwellnc.com](mailto:mark.ezzell@healthwellnc.com)



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*The 100% Tobacco Free Colleges Initiative is a project of the North Carolina Health & Wellness Trust Fund (HWTF).*

*The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$199 million to support preventive health initiatives and \$102 million to fund prescription drug assistance programs. For more information, please visit [www.HealthWellNC.com](http://www.HealthWellNC.com).*