Westchester Community College
Hartford Hall
PROUD to be a Tobacco-FREE Campus

Westchester Community College
State University of New York
How did it begin?

- Banning smoking/designated areas on campus have been discussed and debated for years.

- However, there were very few concrete or serious attempts by students, staff or faculty either for or against a ban.
Formal Movements

More formal and aggressive campaigns for a total campus tobacco ban were initiated by the following two committees:

- The Environmental Committee (Subdivision of the Faculty Senate)
- The Fire and Safety Committee
2009-2010 Academic School Year

Sep. 2009, The American College of Health Association (ACHA) released their “Position Statement on Tobacco on College and University Campuses.” The position statement:

- Encouraged all Colleges and Universities to achieve a **100%** indoor and outdoor campus-wide tobacco free environment
- Was based on the findings of the Surgeon General: “Secondhand smoke = Class A Carcinogen”
2009-2010 Academic School Year
Faculty Senate Vote

ACHA

Significant Influence
On Faculty Senate Vote

YES for BAN

Surgeon General Findings

Security Director
2009-2010 Academic School Year

- Staff poll revealed 2/3’s in favor of ban

- Results of the staff poll and Faculty Senate vote was communicated to the President of the College

- Pressure and information was consistently sent in the direction of the President’s Office

- The biggest obstacle was that the President thought the ban could not be enforced. The question of how a ban would effect enrollment was also a concern
2010-2011 Academic School Year

- The President and Cabinet **APPROVED** a total ban
- The President’s Advisory Committee for a Tobacco Free Campus was formed
Steps Taken

- A Campus Tobacco Use Policy (and FAQ’s) based on the guidelines as set forth by the ACHA was developed and modeled after the Rensselaer Polytechnic Institute Tobacco Use Policy
  - The policy was strongly worded and clearly defined
- Enlisted the services of a consultant, Ty Patterson, Director of the National Center for Tobacco Policy to help with the transition to a tobacco free campus
- Town hall meeting was held
Set Back ≈ 4 months delay

- College Board of Trustees resisted making a final decision
- Debates amongst Board of Trustees occurred and questions of the legality of a tobacco ban were raised
- The policy was sent to legal for approval

- Aug. 2011, the policy was finally approved to go into effect Jan. 1st 2012
Changing the Campus Climate

Communication – Education – Awareness

- The new policy was announced immediately through various sites, using a positive approach and the mantra: “Out of respect to others and the environment”
Communication

- Campus Wide E-mail
- Facebook Postings
- Live Facebook Chats
- Full web presence
- Web page blurbs
- Information tables manned by student workers (some who smoked)
- Flyers
- Inclusion in the Registration Guide
Communication

- Student handbook
- Notices/announcements at Admissions Open House and Orientations.
- Student Screensaver
- Local newspaper
- *****Signage Ordered*****
  (Provided by Power Against Tobacco)
- *****Banners for all college entrances.*****
January 1, 2012 Grace Period

- Grace Period – Awareness Phase- Early Phase

- Signage: Place outside of entry and exits of all buildings, especially in the areas where smokers are known to congregate. Remove ashtrays.
- Emphasize: VOLUNTARY COMPLIANCE
- Enforcement is dependent on cooperation of all to comply and to encourage others to do so
Grace Period

- Suggestions for approaching smokers:
  - Gentle reminders
  - Avoid reaction formation and confrontational approaches
  - Be friendly, positive and respectful
  - Be prepared to answer questions
  - Emphasize that this policy is not intended to dictate personal and behavioral choices but to promote a healthy environment
How is it going?

- Significant decrease in smoking on campus
  BUT...
  There are still some people smoking
Obstacles

- Staff and faculty who have attitudes; “This will never work”, so they don’t bother approaching smokers
- Students are not active in the cause
- Difficulty for employees to approach fellow employees especially those in higher levels
- Some of the people in higher positions are not communicating to their faculty and staff the need for cooperation by all in making this transition successful
Suggestions

- Lay your groundwork: Know answers before questions are asked
  - Why are there no designated smoking areas?
  - Why tobacco free instead of smoke free
  - Why are we going tobacco free as opposed to smoke free?
  - Can I smoke in my car?
  - What’s the punishment if I smoke on campus?
  - What are the boundaries?
  - What about off-campus extension sites?
  - How will this be enforced?
  - Don’t I have a right to smoke on campus?
  - What are you going to do to help us quit?
Suggestions

- Organize a task force and include key personnel
- Collaborate with local, state, and national public health entities and tobacco prevention organizations
- Offer smoking cessation programs
- Get students involved in creative ways (go to You Tube: Portland Community College “How to talk to a smoker”)
- Be patient: it takes time to change the climate
- Be persistent
Key Personnel

- Security
- Buildings and Grounds
- Staff (CSEA)
- Faculty (NYSTU)
- Community Relations
- Students
- Student Newspaper
- Off campus personnel
- Human Resources
Key Personnel

- Health Services
- Representation from Allied Health Divisions
- Middle and upper management
- Vice President of Student Affairs
- Residence Life
- **People passionate about the cause**
Westchester Community College is a TOBACCO-FREE CAMPUS

Do you need help?

Get FREE Starter Kit of Nicotine Patch or Gum
New York State Smokers’ Quitline & Website
1-866-NY-QUITS (1-866-697-8487)
www.nysmokefree.com
I’m Ready to Stop Smoking, But How?

Join an Online Research Study & Earn Up to $45.00!

You will be paid for answering online surveys whether you stop smoking or not!

You may be eligible to join if you are:
A Community College student, at least 18 years old, and ready to quit in the next 3 months!

Email: wati@urmc.rochester.edu
Phone: Project Coordinator (585) 276-6243

UNIVERSITY OF ROCHESTER MEDICAL CENTER

WATI WEB ASSISTED TOBACCO INTERVENTION