

Smoke-Free Campus Policy Implementation Committee

Minutes from July 18th, 2012

Committee Members Present: Erin Garrett, Travis Yates, Missy Downey, Nels Strickland, Maurice Eftink, Michael Harmon, Ray Hawkins, Ryan Whittington, Michael Barnett, Nathan Lazinsky, Donna Gurley, Scott Wallace, Sandra Bentley, T. Davis, Camp Best, Jenny Kate Luster, Leslie Banahan, Shannon Richardson

Also Present: Kate Kellum

Absent: Amy Fisher, Tim Walsh, Bob Brown, Amanda Walker, Jennifer Farrish, Quadray Kohlheim, Jessica Brouckaert, Dan Roberts, Michael Thompson, Tiffany Edwards, Ginger Patterson, Hilarie Bain, Clay Jones

Proceedings:

The meeting was called to order by Ms. Banahan at 3:00 p.m. and introductions were made for the benefit of our guest. Ms. Banahan gave several committee updates: The policy is scheduled to be on the policy directory by the end of this week. The budget request for one-time money for the marketing campaign was approved by the administration, and the budget request for continued funding for cessation programs is still being considered.

Ms. Banahan introduced Kate Kellum from the Office of Institutional Research & Assessment; Ms. Kellum presented the “2012 No Place For Litter” research project that she co-conducted McNair student Jasmine Myers. Ms. Kellum shared this data to gain the committee’s support for a campus cleanup effort to be accomplished by August, just before the policy goes into effect. The data she presented are found appended on pages 5 & 6 of the minutes. The committee agreed that this project was worthwhile and suggested various campus groups be contacted to be a part of this effort, including fraternities, sororities, ASB, Students for a Green Campus, the Student Affairs Staff Development Committee, and others.

Ms. Banahan asked the committee to approve the minutes from the last meeting on June 27th. Mr. Best made the motion to approve the minutes, and Dr. Wallace seconded the motion. All members voted in favor to approve the minutes; none were opposed.

The subcommittees then gave their reports, listed below.

Marketing & Communications - presented by Erin Garrett

A draft of the smoke-free campus logo and taglines were presented to the committee; committee members agreed that the design of the logo was very nice and clean, but that the logo needed to be larger and the Ole Miss script should be added to increase recognition. Marketing will make those changes and present the revised logo at the next meeting. Marketing will continue to work on the “talking points” for committee members to use when asked to respond to media or other questions. Mr. Lazinsky discussed two major concerns that the Landscape Services had with the marketing materials. First, the yard signs cannot be placed on turf, but must be kept to flower beds and other areas that are maintained often, so that it is not time-consuming for the lawn maintenance staff. Second, Landscape Services is greatly opposed to the use of game-day stickers, as they are a big source of litter issue and hard to remove from posts, signs, buildings, etc. Marketing will look at alternative solutions to game-day stickers.

Policy Research - presented by Maurice Eftink

No report at this time.

Smoke-Free Campus Policy Implementation Committee Minutes from July 18th, 2012

Legal & Enforcement - presented by Ray Hawkins

Concerns were mentioned about how ticketing non-UM members would work; UPD will continue to research other institutions in determining solution for this situation. Policy cards with will be made available to the campus community to be used as a respectful way to inform people about the new policy.

Cessation Programming- Presented by Sandra Bentley

Ms. Bentley mentioned that the “big picture” of cessation programs is in place, but that the local pharmacies need to be educated that this new policy is in place so that they can file insurance with those needing smoking-cessation items such as nicotine patches. Below are the minutes from the last Cessation meeting.

OLD BUSINESS:

T can see employees for brief counseling, or if not, if UCC can help

- ❖ Pharmacy provides brief counseling with medication fills that are about 5 minutes/visit.
- ❖ Kate made a list of Oxford pharmacists—we will need to educate them that Catalyst pays for non-smoking treatments. Also so need to let them know how to fill the prescriptions and about Health Promotion/UCC counseling.
 - GA next year can help with this
- ❖ Ask Chancellor if he will ask the supervisors to allow Employees to come to appointments without having to take off or go during their break.
- ❖ Webpage
 - T checked with the Marketing subcommittee and Jennifer Farish felt that updating the Health Promotion/Student Health/Counseling Center websites would free of charge. If we need a separate website, that cost would need to be figured.

NEW BUSINESS:

Smoking Cessation budget

\$7200 GA for intervention, education, organization

\$1000 Material and supplies (intervention workbooks, etc.)

\$22,000 Estimate for product

- If we provide only patches and gum to students
- This is for 3 months treatment/person
- About \$180/person
- People/year will vary depending of advertising
- Estimating 120 students/year

Product	Cost/student	Cost/employee
Chantix	\$185/month	3 months free
Patches*	\$60/month	3 months free
Gum 4 mg	\$45/month	\$45/month
Gum 2 mg	\$35/month	\$35/month

*Product provided most frequently

**Smoke-Free Campus Policy Implementation Committee
Minutes from July 18th, 2012**

	# People/year**	# Visits/year	Visits/person
Average: Funded years	240	2001	8.3
Average: Non-funded years	77	210	2.7

**Employees and students

Implementation Planning- Presented by Camp Best

The working timeline was discussed, a few minor changes made to some of the dates, and the timeline is appended to the minutes on page 4.

The next all-committee meeting is scheduled for August 8th at 3:00 p.m. in Lyceum 200.

The meeting was adjourned at 3:52 p.m.

Addendums:

Implementation Timeline – p. 3

Cigarette Litter Research – p. 4 & 5

Minutes submitted by sbr

Smoke-Free Campus Policy Implementation Committee
Minutes from July 18th, 2012

UM Smoke – Free Campus - Master Implementation Timeline

Items completed:

Final Policy Approved by Committee – June 27, 2012
Final Policy Approved by Chancellor
Policy Uploaded to Policy Directory (still in progress)

July, 2012

July 18 - Get committee approval on logo and signs
July 23 - Submit logo to Physical Plant for yard signs
July 25 -Begin production of signs and other materials

August, 2012

August 1 – Policy effective date – soft implementation without citations
August 1 – Brief Counseling for Smoking Cessation available through Student Pharmacy
Aug. 1 – Meet with media (if they agree); explore incentive options with campus and local groups
Aug. 1 – Submit UM Today message, linking to web site
Aug. 6 – Launch web site (with committee approval)
Aug. 6 – Submit PowerPoint slide for Channel 99, Turner Center tvs, Union tvs and make available for staff or students who want to use the slide as a screen saver for their campus computer
Aug. 10 - Distribute signs, yard signs, door decals, information cards, etc. (help from PR class students)
Aug. 15 – Design signs to be available for Grove tents/University golf carts and vehicles
Aug. 15 – Design gameday buttons
Aug. 20 – Classes begin. Expanded Smoking Cessation offerings available.
Aug. 23 – Begin advertising gameday buttons/ signs for tents, cars, through UM Today, social media
Aug. 20 – Add smoke free slide to Ole Miss home page bulletin board, news section and a story on Ole Miss News (linking to web site)

(Continue to promote the smoke free campus through signs, t-shirt giveaways, gameday stickers throughout the fall semester. Other avenues of communication can be identified in late September if needed).

September, 2012

Sept. 19 – Submit marketing plan for spring semester (based on successes and challenges identified during fall launch)

October, 2012

October 17 – Committee reconvenes for status update and implementation review. Time and place to be determined.

September – December, 2012

Continue to offer expanded Smoking Cessation programming

January, 2013

January 1, 2013 – Policy goes into full enforcement – citations issued.

Smoke-Free Campus Policy Implementation Committee
Minutes from July 18th, 2012

Cigarette Litter & The University of Mississippi - Summer 2012

Cigarette litter is prevalent

- Cigarette butts are the number one most littered item worldwide¹
- Tobacco litter makes up about 38% of roadway litter in the USA²
- Overall littering rate for cigarette butts is approximately 65%²
- 29% of the 247 pieces of litter surveyed on campus were cigarette butts³

Cigarette litter is a problem

- About 95% of cigarette filters are composed of cellulose acetate, a form of plastic which does not quickly degrade and can persist in the environment⁴
- Cigarette litter is unsightly and costly to cleanup
- Cigarette litter is harmful to our water supply and wildlife
- Cigarette litter is harmful to children if consumed
- Cigarette litter is potentially harmful to cleanup crews
- Cigarette litter encourages increased littering
- Cigarette litter can prompt smokers to light cigarettes

Cigarette littering is largely preventable

- The majority of cigarette litter occurs with intent²
- Smokers are more likely to litter if the environment contains any type of litter, not just cigarette butts²

Prevention programs include

- Neighborhood and regular cleanup
- Prompts (signs, ad campaigns)
- Distributing pocket ashtrays

Cleaning up Cigarette Litter on Campus

- Currently, landscape services does not regularly pick up cigarette litter
- Cleaning up the cigarette litter as the smoking ban goes into effect may :
 - Reduce additional cigarette litter
 - Allow enforcers to readily identify locations where people still smoke
 - Improve the overall look of campus
 - Reduce prompts to smoke

See: <http://preventcigarettelitter.org>

¹ 2011 Ocean Conservancy International Coastal Cleanup

² 2009 Litter in America

³ 2012 Jasmine Myers McNair Project

⁴ Clean VA Waterways <http://www.longwood.edu/cleanva/cigarettelitterhome.html>

**Smoke-Free Campus Policy Implementation Committee
Minutes from July 18th, 2012**

