

# Smoke-Free Campus Policy Implementation Committee

## Minutes from September 5<sup>th</sup>, 2012

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**Committee Members Present:** Missy Downey, Sandy Bentley, Tiffany Edwards, Bob Brown, T. Davis, Jessica Brouckaert, Ray Hawkins, Michael Harmon, Amanda Walker, Ryan Whittington, Nels Strickland, Camp Best, Scott Wallace, Amy Fisher, Donna Gurley, Michael Barnett, Leslie Banahan, Shannon Richardson  
**Absent:** Tim Walsh, Maurice Eftink, Michael Thompson, Nathan Lazinsky, Ginger Patterson, Hilarie Bain, Jennifer Farish, Daniel Roberts, Jenny Kate Luster

### **Proceedings:**

The meeting was called to order by Dr. Richardson at 3:00 p.m. The committee members reviewed the minutes from July 18<sup>th</sup>. Ms. Downey made a motion to approve the minutes, and Cpt. Harmon seconded the motion. All were in favor; none opposed. The subcommittees then gave their reports, listed below.

### **Marketing & Communications - presented by Ryan Whittington**

60 yards signs with the Smoke Free logo were placed around campus on the first week of classes, targeting commuter lots and areas/buildings where smoking was prevalent. Stickers and static clings were also passed out and covered campus, including classrooms and other buildings. The committee made mention that more yard signs in the high traffic areas would be beneficial; the library, catalpa tree, and labyrinth were specifically mentioned. Several committee members noticed that some yard signs had been torn down and removed. Ryan assured the committee that there were more signs, and more would be distributed. Next, the student leaders discussed a marketing campaign involving a table set up at the Union during class times and a table/tent available on gamedays to distribute fact cards about the smoke-free campus policy and help educate students and others about the policy. Mr. Kolheim and Ms. Brouckaert agreed that the ASB Cabinet could facilitate this table at first, and then possibly allow other students to be involved (once trained) in helping to staff the tables to communicate the message about the policy. University Communication will print fact cards and get them to ASB. The committee also mentioned that a PSA video with Athletic Director Ross Bjork, Head Football Coach Hugh Freeze, and/or Chancellor Dan Jones or other campus VIPs would be a great way to send the message about the new policy.

### **Legal & Enforcement - presented by Michael Harmon**

Several areas on campus have proven more problematic with people adhering to the policy; Union and Martindale, specifically. Warning cards are being issued by UPD, and 8 calls have been received and logged regarding violation of the policy. Ms. Banahan has also spoken with the Director of Aramark and the Director of PPD about helping to enforce the policy with their employees. A "Smoke Out the Grove" group is scheduled to protest the new policy on Friday, September 7<sup>th</sup>, and UPD will be on hand to have a presence at the protest as well as hand out warning cards. Communications prepared a statement in response to the event, should any media ask about it:

*"Freedom of expression and speech are staples of a learning environment, and while we support the right to express their thoughts in a peaceful manner, students, faculty and staff have spoken clearly on their desire for a smoke-free campus. We are hopeful that smokers will honor the right of others to be smoke free and abide by this policy. The intent is to make the campus a healthier place for everyone."*

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Several committee members voiced concerns about waiting until January 1, 2013 to implement fines, stating that the smokers who are choosing to not abide by the policy will continue until fined. The committee agreed to revisit this at the November meeting, or call a special meeting if warranted.

### **Cessation Programming- Presented by Sandra Bentley**

Five people have registered for cessation programming and medication since the policy became effective; more are expected. The administration has been very generous in providing full funding for cessation programming as well as for marketing efforts. Two separate surveys are being conducted by pharmacy students and the graduate assistant to assess the awareness of the policy and cessation programs.

### **Implementation Planning- Presented by Camp Best**

Timeline proceeding as planned.

### **Policy Research - presented by Amanda Walker**

No report at this time, but Mr. Barnett and Dr. Brown mentioned conducting assessment on the impact of the policy on cessation rates. It was suggested that graduate students from Health Promotion be contacted to see if there was interest in this research.

**The next all-committee meeting will be scheduled for the first week of November; an email will be sent to committee members closer to time.** The meeting was adjourned at 3:55 p.m.