

Building Partnerships for a Tobacco Free Campus Initiative – An Experience from the Trenches

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Disclosure

I do not have any conflict of interest related this presentation, financial relationship, products, services or any other disclosures to report.

Learning Objectives

- Illustrate and cite the problem of tobacco use in the US and among youth and adolescence. Identify the mortality and morbidity related to tobacco use. Identify a policy change working towards a solution of tobacco use in the university setting.
- Identify how to cultivate and develop interprofessional collaborative relationships with individuals to develop a tobacco free policy in their practice setting.
- Identify advocates inside and outside organization to assist in policy change. Identify barriers to policy change.

The Problem

- Tobacco use continues to be a problem in the world
- In the USA, smoking related disease and death is one of the most preventable problems we face as a nation
- Education to stop smoking before it begins is the focus of many programs as well as active and aggressive cessation programs for users

Tobacco Use in the USA

- Smoking and tobacco use in the United States is at 45.3 million people
- This is 19.3% of adults aged 18 and older
- Epidemic use in age groups:
 - Youth 12 through 17
 - You adults 18 through 25

Breakdown of Tobacco Use

- 21.6% of males, 16.5% females
- 31.5% American Indian/Alaska Native
- 27.4% non-Hispanic multiple race
- 20.6% non-Hispanic White
- 19.4% Black
- 12.9% Hispanic
- 9.9% Asian

Tobacco Use in Younger People

- Nearly 4,000 people under 18 smoke their first cigarette
- About 1,000 people under 18 become new daily cigarette smokers
- The distinction is between those who have their first cigarette and those who now become daily smokers

Is Tobacco Use a Problem in College?

- Patterson, et al. (2004) reported that cigarette smoking among college students “is a critical public health problem”
- Smoking is associated with:
 - Caucasian
 - Living in housing where smoking is permitted
 - Using ETOH or other substances
 - Lower psychological sense of well-being
 - Depression

Tobacco Use Among College Students

- American College Health Association National College Health Assessment
- Conducted Biannually utilizing the ACHA-NCHA II tool
- Started in 2000 assessing 9 areas of health practices, prevention, addiction, drug use, nutrition, sleep and mental health
- Tobacco use surveyed in area of Alcohol, Tobacco and other drug use

Cigarette Use Among College Students

	Actual Use			Perceived Use		
Year	Male	Female	Total	Male	Female	Total
2012	16.7%	11.4%	13.2%	75.9%	81.6%	79.7%
2010	18.9%	12.5%	14.9%	80.3%	84.2%	82.7%
2008	19.8%	15.2%	16.6%	79.9%	83.8%	82.6%

UNLV Tobacco Use and Perceptions

	Smokers	Non-Smokers	Student perception of tobacco use
2010 (n=4,209)	16.5%	83.5%	47.7%
2011 (n=3,343)	17.6%	82.4%	45.9%
2012 (n=2,525)	15.9%	84.1%	44.9%

Burden of Tobacco Use

- Worldwide tobacco causes >5 million deaths per year
- Cigarette smoking is responsible for approximately 1 in 5 deaths annually
- On average, smokers die 10 years earlier than nonsmokers

Cost and Expenditures

- Tobacco use costs the United States billions of \$\$\$ each year
 - From 2000-2004, smoking cost more than \$193 billion
 - \$97 billion in lost productivity
 - \$96 billion in health care expenditures
 - Secondhand smoke costs more than \$10 billion in healthcare expenditures, mortality, & morbidity

Nevada Tobacco Facts: 2012 Report

- 21.3% NV adults current tobacco users
 - 22.4% male
 - 20.2% female
- 9th highest smoking rate in the USA
- 8.1% mothers report smoking during pregnancy
- 10.2% NV youth aged 12 to 17 smoke
- 3,340 deaths in NV attributed to smoking-related disease
- 84,535 years of potential life lost due to smoking-attributable premature death
- 25.7 years of life lost, on average, for NV who died as result of smoking-attributable illness
- 68,600 NV residents live with smoking-attributable illness

Now that we know the problem, how do we chart a course to find a solution?



The Facts About Tobacco Use

- Among adults who smoke, 68% started at age 18 or younger and 85% started when they were 21 or younger
- Average age in 2008 was 20.1 years to begin
- People who begin at an earlier age are more likely to develop severe addictions

The UNLV Tobacco Free Campus Initiative

- Idea for a UNLV tobacco free campus started in 2009 after working with the Nevada Tobacco Prevention Coalition (NTPC)
- NTPC is a group of organizations working on tobacco control, policy, education, prevention and cessation in NV
- The team meets quarterly
- Goals set in increments by each organization and all groups network to assist in work
- This is an excellent networking opportunity for individuals and organizations

Tobacco Free (TF) Campuses

- There are 783 tobacco free campuses prohibiting smoking and all tobacco products (American Nonsmokers Rights Foundation [ANRF] April, 2013)
- There are over 1,159 100% smoke free campuses (ANRF April, 2013)
- There are no smoke free or tobacco free campuses in the Nevada Higher Education System or in the State of Nevada

Brief History about TF Campuses

- Ozarks Technical Community College (OTC) was one of the first higher education institutions in the US to make its campuses tobacco free in 2003
- In 2004, OTC established the Center of Excellence in Tobacco-Free Policy to share best practices with other institutions
- In 2010, the center was reorganized as the National Center for Tobacco Policy
www.tobaccofreenow.org

History of TF Campuses in Clark County

- Grant funding through Clark County Tobacco Prevention Enhancement Project
- Grant for UNLV, CSN, and NSC secured by Dr. Nancy York at UNLV School of Nursing as program director. I assumed grant activity January 1, 2011 when Dr. York left for another teaching position in Kentucky.
- Grant started March 2010* and ended May* 2012
- Goal: Implementation of comprehensive tobacco-free policy by Spring 2012

Building a Team

- Initial team building was completed quickly
- Wanted to create team of health care providers and interested groups with access to students as the first target group
- Assessing interest and buy-in from potential members
- Making the 'ask'



Organizational Dynamics

- Making the invitations to individuals
- Covering all of the bases
- Promoting change for a very controversial topic
- Nevada and smoking: part of the culture
- Funding from tobacco
 - Grants
 - Employment potential for students

Planning and Getting Started

- Funding and initial work started in July 2010
- Hire staff: GA, student workers, admin asst, website designer
- Survey students, talk with administration, identify key campus stakeholders
- Plan cessation: instructor courses, utilizing partners, advertising and recruiting, teaching!
- Build website, promotional materials, media
- Disseminate information: media, student gatherings, individual groups, marketing materials



Tobacco Use and Attitude Survey

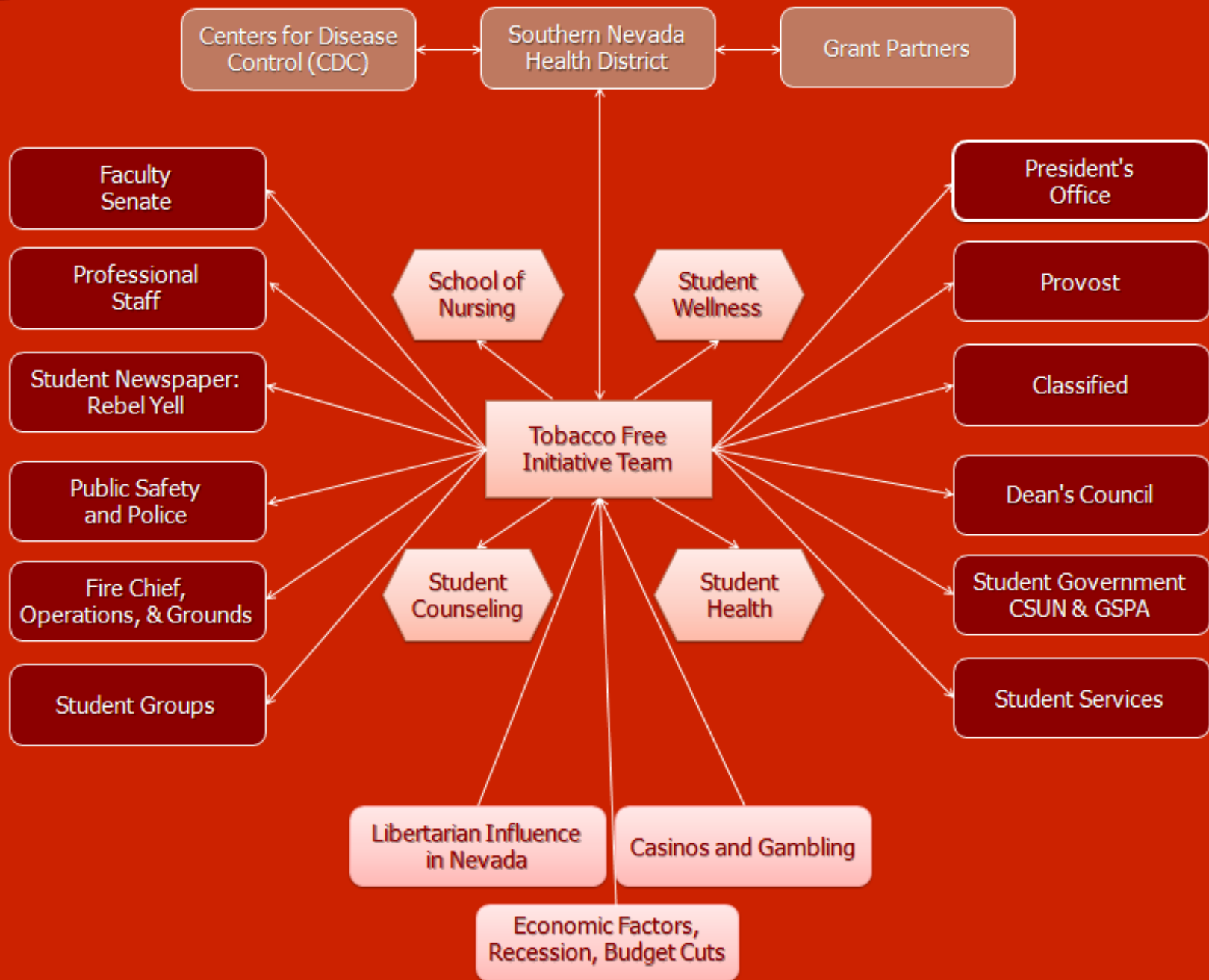
- Comprehensive survey of students on all three campuses three times during grant period
- Survey of faculty and staff at UNLV one time only
- Survey showed several key points:
 - Need for education regarding current policy, what tobacco free vs. smoke free
 - Perception of tobacco use
 - Desire for this policy to change (positive!)

The Survey Says!

Branding and Building Support

- Identifying campus stakeholders important to determine relationships, power holders and influential key players
- Work with faculty groups and student groups for letters of support
- Meetings with key people in administrative positions: president, student conduct, student life and organizations, police, grounds, fire chief, operations – to name a few!
- Some folks we didn't know where were the the real power players





University Leadership

- President
- Provost
- Deans' council
- Policy committee
- Student services
- Health services
- Law enforcement
- Grounds, operations, fire



Faculty Senate

- Senate represents the academic faculty
- I was a representative from my school on the senate, then was elected to the FS Executive Committee
- Gathering support through building a base of support in the EC, then the general senate
- Following the procedural process
- Sense of the Senate

Sense of the Senate

- *The UNLV Faculty Senate supports a healthy environment for all faculty, staff, students, and visitors on the UNLV campus and is committed to providing leadership in the community by creating a healthy, sustainable campus environment.*
- *It is the Sense of the UNLV Faculty Senate that UNLV should enforce existing tobacco-related policies more consistently, develop smoke-free corridors, and continue cessation services for all faculty, staff, and students as steps towards a tobacco-free campus.*
- **Vote for Approval: 32–12**

Profession and Classified Staff

- “The Professional Staff Committee (PSC) of the UNLV Faculty Senate recently solicited feedback from approximately 900 professional staff to gain consensus about this initiative, and I am pleased to inform you that 81% of respondents supported the initiative”.
- Classified staff: “While the Council members voiced views that individuals have the right to smoke if they so choose, the Council made a motion and voted to acknowledge the need for this measure”.

Various Organizations

- Counseling and psychological services
- Office of civic engagement
- Student Health Center
- Kappa Delta Chi Sorority, Inc
- American Heart Association
- Southern Nevada Health District
- Other NTPC partners

Student Government

- Early on, this group was open and interested in supporting our campaign
- Initial presentation to the student senate in early summer semester 2011
- Fall 2011, everything fell apart! 😞
- Attitudes changed towards negative tone
- Hostility, name calling, personal attacks on character became the norm

Student Organizations' Support

- Identify Stakeholders – student government, student organizations, leaders
- Campus organizations – Office of Civic Engagement and Diversity was a key
- Student groups – some were 'low hanging fruit' such as Student Nurses Association, Pre-professional association (medicine, dental), Colleges Against Cancer

Student Events

- Premier UNLV – beginning of academic year
- Orientation week
- Greek week
- Diversity events
- We partnered with the Office of Civic Engagement and Diversity so that all events sponsored by them would
 - 1) Have the TFU logo included on all promotional items
 - 2) All events were tobacco free

Student Newspaper

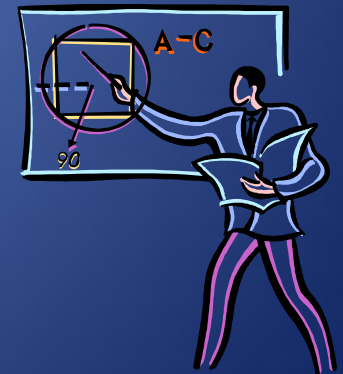
- UNLV Rebel Yell is campus newspaper
- Initially, positive support and appeared to be non-biased
- Changing tone as student government support slipped
- Negative reporting felt biased and accusatory rather than neutral
- Newspaper is controlled by student government

National Organizational Support

- Universities who have enacted policy
- American's for Nonsmokers' Rights
- American Cancer Society – TF campus campaign checklist
- American Lung Association – very active partner locally
- American Heart Association

Education, Education, Education

- This starts day one
- Who we are, our objective, how we plan to get there – what we are NOT!
- Dangers of tobacco, use, exposure, and habits of our community
- Cessation and resources on campus and in the community
- Partnerships with other agencies



Cessation: Ready to Quit? We can Help!

- Community partners on the Grant tasked with offering cessation classes
 - Nevada Cancer Institute (NVCi)
 - American Lung Association (ALA)



Faculty & Staff

- SUPPORT
 - Provost asked and gave okay for supervisors to support employee's attendance and not charged time to attend class during the work day
- CURRICULUM
 - A Smoke Free Life (NVCI)
- DATES
 - Note any holidays and avoid this lapse in class if possible
- FACILITATOR
 - Contact NVCI to ensure a facilitator is available
- LOCATION
 - Make it convenient for the attendees as well as the coordinator
- ADVERTISE
 - UNLV Today (daily email to all faculty & staff)
 - UNLV Official (email from the administration) *Key!!!
- OUTCOME - ongoing
 - Successes; multiple session starting in January 2011 with approximately 20 participants and 60% success rate

Students

- CURRICULUM
 - Freedom from Smoking (ALA)
- DATES
 - Survey students to identify which day & time is best (email survey or cessation cards)
 - Note any holidays and avoid this lapse in class if possible
- FACILITATOR
 - Have UNLV Counseling staff who have completed ALA Facilitator Training
- LOCATION
 - Make it convenient for the students, have class in a familiar place, i.e. Rec & Wellness Center
- ADVERTISE
 - UNLV Rave (weekly email to all students)
 - Cessation Cards in Student Health Center and Student Counseling Center
- OUTCOME
 - Less successful

Developing a Policy: The Basics

- This planning started from the beginning of the grant when funding application started
- We started with looking at other universities policies, especially those who composition were similar to our campus
- Consultation with policy experts

How to Write Public Policy

- Smith (2010) provides practical guide to communicating in the policy making process
- Steps: (not necessarily in this order)
 - Frame the problem
 - Know the record and history
 - Know the arguments
 - Request action on the policy
 - Inform policy makers
 - Hearings and testimony
 - Writing public comment
 - Continuity and change

Policy Development

- Know your current policy first!
- Review of other university policies helpful to craft your own; can use many different parts and structure to make a good fit
- American Lung Association, Center's for Disease Control are great resources
- Ask other stake when holders for their input early on when crafting; making it a 'living document'



The Campaign

- First we had to 'brand' our campaign
- There were three campuses we were working on in Southern Nevada:



T-shirt Swag: A Really Big Hit!



TFU, Do U?



Tabling and Events

- We had tabling twice weekly during the semester on the main plaza
- Tabling at student events
- Information about campaign, petition to sign, education



Branding and Swag

- T-shirts – biggest hit; controversial
- Stress balls
- Pens
- Lanyards
- Bottle openers – this cause some controversy
- Key chains with whistles

Promoting Our Agenda

- After making a presence on campus, then it was time to promote our campaign
- Networking was key to moving forward
- Next came the push for an actual change
- Promotion was easier, the “ask” for change was much more difficulty and met with resistance

Media and Outreach

- Student newspaper
- Local news agencies
- Social media
- Website

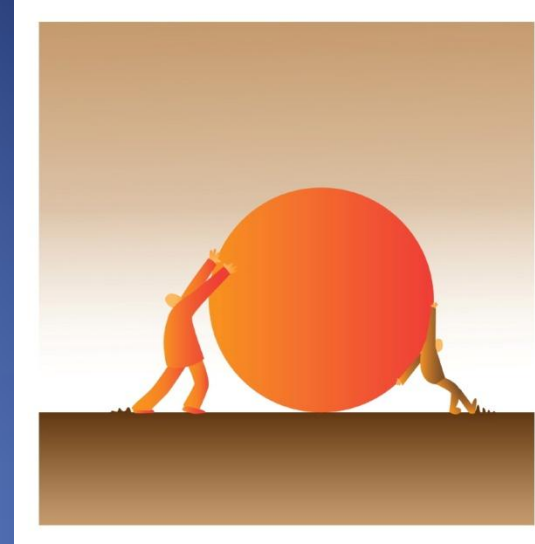


You Tube

- <http://www.youtube.com/watch?v=zPzYBJIYNbw>



Challenges & Obstacles



- Lack of Student Involvement/Interest
- Urban Campus
- Geography – multiple campuses difficult to keep all sustained with many simultaneous activities
- Commitment to the cause – sounds good and initial enthusiasm but follow through can be difficult to maintain
- Nevada culture and politics

Lessons Learned

- Plan for the unexpected!
- Listen to those who oppose you carefully; their comments are points to address in future presentations
- Enforcement is the single most concern expressed across the board in our experience
- Be prepared with facts, examples and acknowledge concerns of others regarding this policy
- Identify stakeholders early and keep the relationships fresh, nurture them

And the list goes on...

- Ask questions; often times one meeting we would have would be a link to another person by introduction or by information shared
- The process is slower than expected and setbacks should be anticipated
- Don't count on those who say they support you when it comes to a public declination – group effect

The Silver Lining

- Networking opportunities have lasted
- Policy Process lesson learned helpful in current work
- The Cannon Research Center had the highest survey numbers of any survey ever – hot topic
- Is your glass half full or half empty?



After the Grant Ended

- Changes to the Faculty & Staff Program
 - American Lung Association offers courses regularly
- Changes to the Student Program
 - This program never gained ground, unfortunately



Bottom Line: Were we successful?

- The end goal of making UNLV, CSN, & NSC tobacco free was not achieved
- UNLV did enforce policy in four key areas on campus
- NSC almost make their campus TF
- CSN never made any change

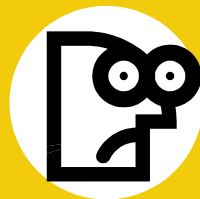
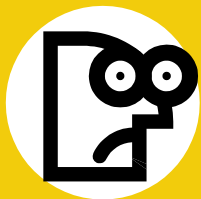
Where do we go from here?

- The grant ended and this was the close of the campaign for TFU
- Student group was formed named STAC – Student Tobacco Awareness Coalition
- Recently approached by colleague to come back with a campaign
- Career debilitating???



Summary

- Excellent learning experience
- Education increased on tobacco use, dangers
- Opened a conversation for change
- Some change was achieved in enforcement
- I'm still known as "The Tobacco Woman"
- Not so helpful for career in some ways...
- Policy experience assisted in future endeavors



It's QUESTION TIME !!

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