



UCR Smoke/Tobacco-Free Campus Survey Results

Background

The adverse health effects related to smoking and other forms of tobacco use are well known, but tobacco use continues to be the number one cause of preventable and premature death worldwide, contributing to 400,000 deaths annually in the U.S. alone. Smoke and Tobacco Free college campuses are a rapidly emerging trend in the U.S., and as of April 2, 2015, there are at least 1,543 100% smoke free campuses – of these, 1,043 are 100% tobacco-free, and 633 prohibit the use of e-cigarettes.

History

In a letter, dated January 9th, 2012, former President Yudof announced to all Chancellors that the University of California (UC), as a national leader in healthcare and environmental practices, is ready to create a smoke and free environment on all UC campuses. As an institution committed to providing a safe and healthy environment, UC Riverside, effective January 2nd, 2014, prohibited smoking and the use of tobacco products at all University controlled properties. Smoking, the use of smokeless tobacco products, and the use of unregulated nicotine products (including e-cigs) are strictly prohibited. UCR has joined the rest of the UC system and over 1,500 other colleges and universities nationwide demonstrating our commitment to improving the health and wellness of students, faculty, and staff on campus.

With successful implementation and high levels of compliance, smoke and tobacco free policies have the potential to reduce secondhand smoke exposure and promote a culture of health and wellbeing for all on campus.

Pre-Policy Survey – Fall 2012

In preparation for the smoke/tobacco-free environment, a campus-wide survey was distributed to all UCR faculty, staff, and students in December 2012. The purpose of the survey was to assist with the development of our policy and implementation plans, and to better understand the campus behaviors and views related to tobacco use and second-hand smoke.

Current Status – 1 year after policy implementation

The first year of policy implementation at UCR was committed to educating our community about the policy and letting tobacco users know about campus resources for quitting. All members of the university community share the responsibility of adhering to and enforcing the policy and have the responsibility for bringing it to the attention of visitors and guests. Despite the efforts, there are still several on-going challenges related to policy enforcement and communications.

Post-Policy Survey – Fall 2014

A 2nd survey was developed by the Smoke/Tobacco Free Steering Committee to allow an opportunity for the campus community to provide input on and share their experiences with the Smoke/Tobacco Free policy. The survey also was designed to gauge the campus communities' level of support for stricter enforcement protocols, determine if the policy has been effective and its level of impact on the campus, and obtain additional insights into on-going needs and challenges.

Survey Results

Below is a brief summary of the survey results.

- Pre Implementation
 - December 2012; 1,603 responses
- Post Implementation
 - December 2014; 1,895 responses

Second-hand Smoke

Second-hand smoke is smoke from someone else's cigarette, cigar or pipe that you breathe. **How often would you say you are exposed to second-hand smoke on campus?**

Findings: There has been a drop in people being exposed to second hand smoke multiple times a day and once a day. (These people seem to be shifting to a few times a month). Increase in "Never" being exposed.

Pre			Post		
	Frequency	%		Frequency	%
Multiple times a day	535	32%	Multiple times a day	121	7%
Once a day	210	12%	Once a day	130	7%
A few times a week	389	23%	A few times a week	354	20%
A few times a month	320	19%	A few times a month	582	32%
Never	213	13%	Never	620	34%
Missing	26	1%	Missing	18	1%

Health Impact

Do you think the new smoke/tobacco-free policy has had an impact on the overall health on campus?

Findings: Over 80% think that the policy has had some sort of impact of the health on campus

Impact?	Frequency	Percent
Yes, very much	776	42%

Somewhat	727	40%
Not at all	231	13%
Missing	91	5%

Tobacco Use Status

Findings - Increase in non-smokers, reduction in current smokers. Of the smokers, 34% reduced tobacco use as a result of policy. 11 individuals stated they QUIT because of the policy.

Pre			Post		
Status	Frequency	Percent	Status	Frequency	Percent
NON smoker/tobacco user	1255	74%	NON smoker/tobacco user	1456	80%
Former smoker/tobacco user	162	10%	Former smoker/tobacco user	190	10%
Current smoker/tobacco user	196	12%	Current smoker/tobacco user	115	6%
Prefer not to say	42	2%	Prefer not to say	42	2%
Missing	38	2%	Missing	19	1%

Smoking Locations

- 33.8% of respondents who smoke report smoking off campus
- 41.7% report smoking on the perimeter of campus
- 24.5% report smoking elsewhere (parking lot, bathroom, stairwell, on campus, etc.)

Effective Strategies

What do you think have been effective strategies for changing behavior on campus? (Check all that apply.)

Findings: Majority feel that education and awareness, such as through signage have been effective strategies

Strategy	Frequency	Percent
Education/Awareness communication	1028	56%
Appropriate signage	976	53%
Reminder of potential disciplinary action	667	36%
Nothing	246	13%

Other	109	6%
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Support for Stricter Enforcement Strategies

What would make enforcement of the policy more effective?

Findings:

- **65% support fines/citations**
- **45% suggest increased education and awareness**

Policy awareness:

There is a high level of awareness surrounding the Smoke and Tobacco Free policy among smokers and nonsmokers. **95% of respondents are aware that smoking and tobacco use is not allowed anywhere on campus.**

Cessation Support

As part of the Smoke/Tobacco-Free implementation, cessation support resources are available. The top 3 that smokers have tried include:

- Counseling at Student Health Services
- Free Nicotine Replacement Therapy
- 1-800-NO-BUTTS program and Health Plan Cessation benefits

More than half of respondents are planning to quit sometime in the future

Overall Trends and Key Themes

- Policy has caused people to gather in particular spots to smoke, making certain areas of campus more problematic. Of greater concern is that these “hot spots” tend to be in hidden areas (behind buildings, in bushes, stairwells, bathrooms) which contributes to an increased risk of fire hazards.
- Smoking is a problem “after hours” and among visitors and contractors.
- Suggestions for more signage or more punitive measures. Have an anonymous number to call to report areas where people often smoke would be helpful. Then the campus security can be informed, and police that specific area for the following days.
- Several reports of smoking at UNEX, both Libraries, parking lots, Child Development Center, even an interesting new location – “There is a place on campus that some students refer to as “Narnia” where all smokers meet up and smoke together on a regular basis. Perhaps the authorities should look for this place and secure it”.

The Smoke and Tobacco Free survey results indicate that there is more work to be done to ensure a successful policy.

Comments Include:

Supportive:

- I was somewhat weary to the effectiveness of the original roll-out of this initiative; however, smoking on campus has decreased significantly. Great job!
- I am so glad that UCR implemented this. A few years ago, when UCR had one of those surveys about campus life and suggestions to improve it, I said that the single best thing UCR could do to make itself better was to ban smoking. It was disgusting to bike through campus and get a lungful of smoke. Now I rarely experience that. Thank you guys. In terms of enforcement, fines, citations, and academic censure would be the most effective, in my opinion.
- Keep up with the good work you are doing. For the past 2 or 3 months that I have been walking around campus I have been seeing only one person smoking. To me is very surprising and am glad the policy is working so everybody can benefit by it.
- I am very happy to work at a Smoke/Tobacco free University.

Unsupportive:

- People need to be left alone, they have the right to smoke and should be allowed to exercise that right. People here are adults and they should be treated like so. Please leave smokers alone and let them live their life. Student pay a lot of money to go to school and if they want to smoke let them.
- This ban on smoking is a terrible idea. The smokers on campus now have nowhere to go smoke, so they congregate outside of certain areas near the street, ultimately amassing a large cloud of smoke, creating an even more dangerous environment for students.
- IT'S PEOPLE RIGHT/FREEDOM TO SMOKE.
- I was about to quit smoking. Then someone said I can't smoke on campus so my response was "go f*^ yourself and watch me." Now I cannot quit, aside from simply being unable it is a matter of pride. GO f&*^ yourself and I'll see you in hell you dumb dumb dumb DUUMMMBBB a-holes.

Recommendations for Success

In order for the policy to be successful, the campus must implement strategies across a spectrum of prevention ranging from individual education, to community outreach, to policy and enforcement. These recommendations include:

- Formation of a UCR Smoke/Tobacco-Free Policy Post Implementation Committee to:
 - Formally address current and future issues.
 - Create process to respond to and handle compliance issues, complaints, and communications.
 - Research and recommend enforcement strategies.
 - Create and maintain accountability, commitment, and engagement from cross-functional experts on campus.

- Address safety concerns (fires to signs, trees, litter, and property).
- Maintain Windstands and signage installation and replacement.
- Create campus wide and targeted communications strategy
- Incorporate policy into all orientations and trainings.
- Coordinate targeted educational outreach at key points during the year:
- Leverage faculty expertise (i.e. E-cigs).
- Increase student engagement and support for policy (Ambassador Program).
- Collaborate with Systemwide UC Smoke/Tobacco-Free Task Force.
- Partner with the City of Riverside and surrounding businesses to promote smoke/tobacco-free environments.
- Contribute to overall health and well-being of campus community through impact on tobacco use trends and cessation.

Furthermore, administrative support, campus buy-in, access to tobacco treatment and sustained communications are critical to a successful smoke and tobacco free policy moving forward.

Summary

Efforts to improve compliance and enforcement strategies are needed to ensure that campus policies impact the campus community environment as intended. Although the overall results of this survey is positive, there is still work to be done. The UCR Smoke/Tobacco-Free Policy is a key component to larger healthy campus initiative contributing to overall health and well-being of campus community and culture of wellness. This policy, along with other healthy campus initiatives and strategies are important in the creation of a healthy UCR.

Future Plans for Survey

Our plan is to conduct another survey in Fall 2016.

If you have any questions or would like more information on the survey results, please contact tobaccofree@ucr.edu.