Maryland Cancer Collaborative
Tobacco Workgroup:
Survey of College Campus Tobacco Use Policies

Krystle F. Pierce, M.P.P.

MarylanD Resource Center for **Q**uitting **U**se and **I**nitiation of **T**obacco (**MDQuit**)
University of Maryland, Baltimore County

23rd Annual Maryland State Council on Cancer Control Conference
November 15, 2016

Purpose

- Since the majority of the nation does not smoke, minimizing non-smokers' secondhand smoke exposure is important

- Smoke-free workplace for faculty and staff
  - Most states do **not** include college campuses in their smoke-free workplace laws

- Tobacco use (and other risk factors) peak during ages 18-25
  - College years are critical in the choice to not use tobacco
  - Progression from "occasional" to "daily" smoking tends to occur by age 26
  - The number of smokers who initiated smoking after age 18 has risen since 2000 (600,000 in 2002, 1 million in 2012)

- Smoking rates are lower among college students than among their non-enrolled peers

(Surgeon General's Report 2014)

Tobacco Workgroup Priority Strategy

- **Goal 1:** Substantially reduce tobacco use and exposure to secondhand smoke by high-risk Maryland adults and youth.

- **Objective 2:** By 2015, reduce current tobacco use by 10% among Maryland adults who do not have a 4-year college degree and Maryland high school youth.

- **Strategy 4:** Engage with College and University Administrators to ensure that all school campuses are tobacco-free at all times and that tobacco use by youth or adults is prohibited while engaged with all school-related activities.
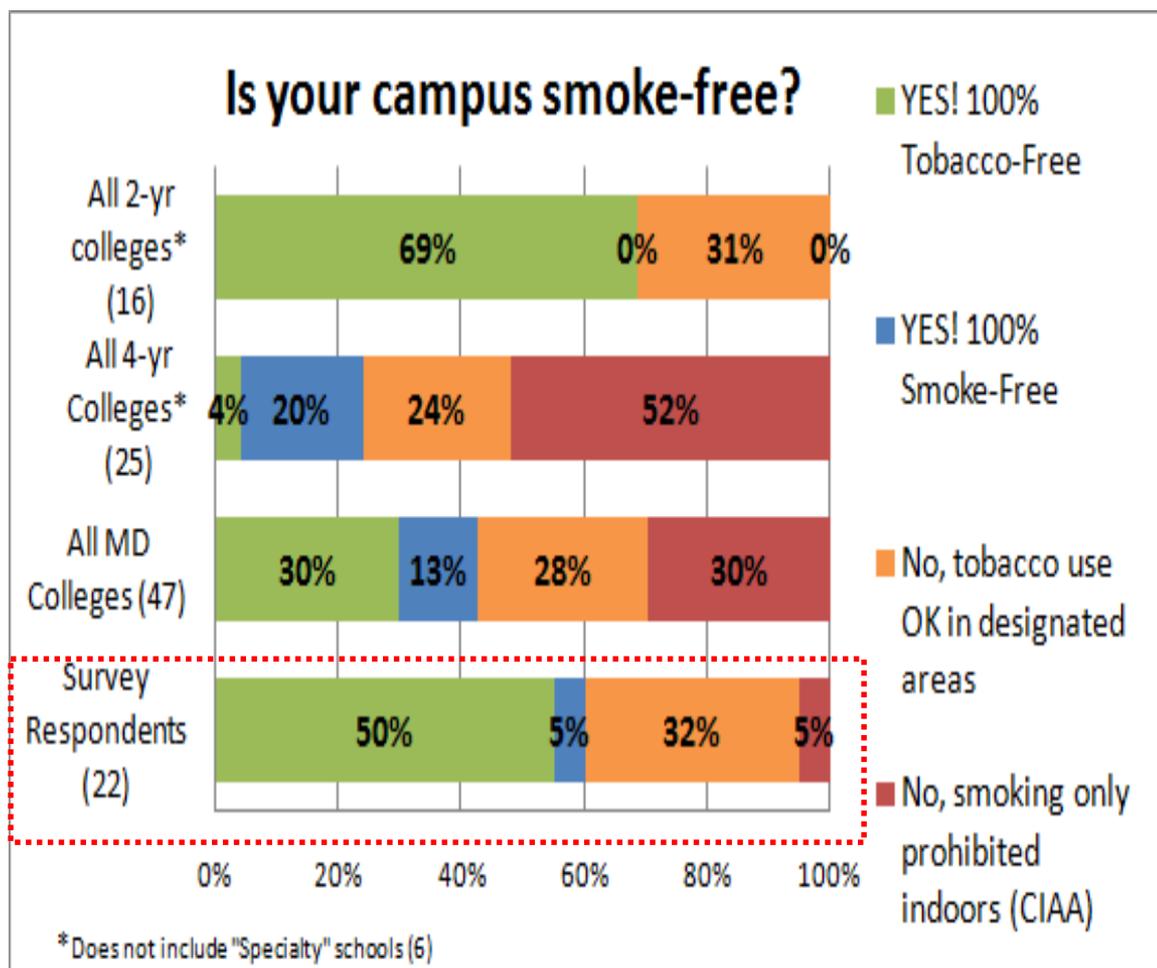
Survey Results: Response Rate

- Response rate was 50% with 22 schools who completed the survey.

Legend:
- 2-year (45%)
- 4-year (41%)
- Specialty (14%)
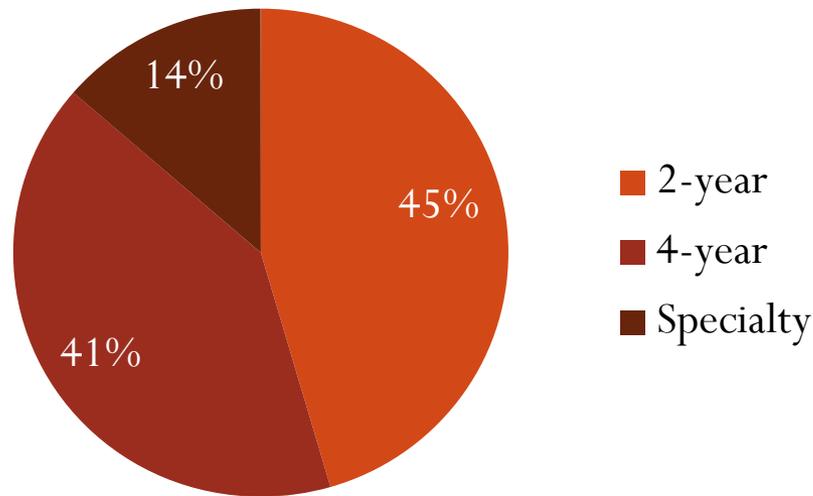
- Respondents are college administrators and staff, including health center staff, not students.

Survey Results: Tobacco Policies

- 50% reported having in place a "100% tobacco-free" policy
  - no forms of tobacco allowed
  - no designated areas for tobacco use anywhere on campus

  - Most common among 2-year institutions
    - 69% have 100% tobacco-free policies
    - Only 4% of 4-year do

- Almost 1 in 3 of the colleges surveyed *do* allow tobacco use on campus in some form.

Is your campus smoke-free?

Category				
All 2-yr colleges* (16)	69%	0%	31%	0%
All 4-yr Colleges* (25)	4% 20%		24%	52%
All MD Colleges (47)	30%	13%	28%	30%
Survey Respondents (22)	50%	5%	32%	5%

Legend:
- YES! 100% Tobacco-Free
- YES! 100% Smoke-Free
- No, tobacco use OK in designated areas
- No, smoking only prohibited indoors (CIAA)

*Does not include "Specialty" schools (6)

Survey Results:
Tobacco Use on Campus

- Nearly all respondents (95%) reported cigarettes as the most commonly used tobacco product on campus.

- More than half of respondents (53%) reported electronic smoking devices (ESDs) as the second most commonly used tobacco product on campus.

- 53% of respondents indicated that their campus policy *does* prohibit ESDs. [As of survey date (2015)]

Survey Results:
Access to Resources & Dissemination of Information

- Colleges most commonly reported using flyers, posters, and emails to disseminate information concerning cessation services offered.

- Two-thirds of respondents provide links to cessation information either on the campus health center website or links on college main website.

- 62% provide Maryland Tobacco Quitline information, typically on the college health center website.

Survey Results:
Cessation Service Utilization

- Of the respondents who indicated that the percentage of students who accessed/utilized campus tobacco cessation services in the past year (26.3%) was around 1 in 10 students.
  - However, 21% of respondents indicated that cessation services were not available within the past year.

- Follow-ups are not routinely conducted on most campuses to track quit rates.
  - This can be challenging due to limited resources including time, staffing, and funding.

Conclusions

- All 2-year community colleges in Maryland are exceeding state law requirements for smoke-free policies, with the vast majority having enacted 100% tobacco-free campus policies, *including* ESDs.

- When campuses adopt a smoking policy, the preferred policy among respondent schools is a more stringent tobacco-free campus policy.

- The most commonly used tobacco/nicotine products on college campuses in Maryland are cigarettes, followed by ESDs. Therefore, campus cessation services tailored to these types of tobacco products may boost enrollment and successful quitting rates.

Conclusions (cont'd)

- Most colleges offer cessation services (75%), but do not offer nicotine replacement therapies (60%), and only half offer individual counseling.

- Free or low-cost local and state cessation resources are available. The Maryland Tobacco Quitline (1-800-QUIT-NOW), can be offered as a referral service, even when campus health center staff are not accessible.

- Tracking quit rates may provide data to help colleges focus cessation efforts and maximize resources where they are most useful for students and faculty ready to quit using tobacco products.

Resource Development

- Best Practices documents

- Maryland specific

- Materials developed, with input from workgroup members:
  - Policy Snapshot
  - Full Survey Report
  - Best Practices & Resources Guide
  - Success Stories

MCC Tobacco Workgroup Website

Policy SnapShot

http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/mcc-tobacco-workgroup.aspx

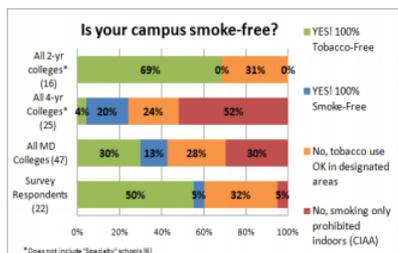## Snapshot of Maryland College Tobacco Policies

As of January 1, 2016, 1,475 college campuses nationwide are 100% smoke-free. Most of these are also 100% tobacco-free (77%), in that they prohibit both combustible products (cigarettes, cigars, lighted products) *and* smokeless tobacco products. Over half prohibit electronic nicotine delivery systems (ENDS), such as e-cigarettes (54%). The implementation of smoke-free campus policies has increased 331% since October 2010![i]

As of August 2015, a quarter of Maryland colleges and universities have smoke-free campuses. To gain a better picture of Maryland college and university campus smoking/tobacco use policies, cessation services offered, and available resources, a survey was conducted among campus representatives, primarily health center staff. Of the 44[1] colleges surveyed, 22 colleges responded; community colleges were most represented. This snapshot highlights several notable findings; full survey results are available online at: http://goo.gl/ymN0zT.

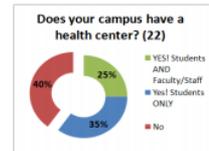| Classification	Survey Respondents	% of Sample	Statewide Total	% Statewide
4-year College/University	9	41%*	25	53%*
2-year/Community College	10	45%	16	34%
Specialty College/University	3	14%	6	13%
TOTAL RESPONDENTS	22	100%	47[1]	100%[1]

*University System of Maryland (USM) schools comprise *slightly* more of schools surveyed than they do of total schools statewide (32% v. 30%), but *substantially* more of 4-year schools surveyed, than of 4-year schools statewide (67% v. 44%).[ii]

Half of survey respondents have a 100% tobacco-free campus policy, meaning there are no forms of tobacco allowed on campus, including smokeless and alternative tobacco/nicotine products[2] (50% of 22). **Most Maryland colleges restrict tobacco use in some capacity** beyond state indoor air law restrictions (69% of 16). These restrictions range from being entirely tobacco- or smoke-free, to limiting tobacco use to designated areas on campus (71% of 47).

Is your campus smoke-free?

	YES! 100% Tobacco-Free	YES! 100% Smoke-Free	No, tobacco use OK in designated areas	No, smoking only prohibited indoors (CIAA)
All 2-yr colleges* (16)	69%	0%	31%	0%
All 4-yr Colleges* (25)	4% 20%	24%	52%	
All MD Colleges (47)	30% 13%	28%	30%	
Survey Respondents (22)	50% 5%	32%	5%	

*Does not include "Specialty" schools (6)

[1] 44 of 47 schools surveyed; remaining 3 were not surveyed either because there was no health center contact available, or because the school shared oversight with a school already included in the survey.
[2] Typically this includes explicitly prohibiting ENDS.

1

However, less than half of 4-year institutions in Maryland restrict tobacco use on campus (48% of 25). Even fewer are fully tobacco-free (4% of 25) or smoke-free (20% of 25). This demonstrates an area for future growth in college tobacco control policy. Community colleges are currently leading the way with tobacco-free campus policies becoming the norm (69% of 16). All 2-year colleges in Maryland have restricted tobacco use in some way, and nearly all have prohibited ENDs (94% of 16).

Does your campus have a health center? (22)

- YES! Students AND Faculty/Staff
- Yes! Students ONLY
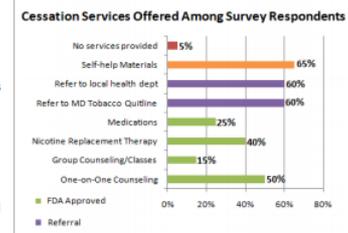- No

40% / 25% / 35%

Among survey respondents, campus security is most commonly seen as responsible for enforcing smoke-free policies (84% of 19), followed by faculty and staff (47% of 19).

The majority of survey respondents have a health center (60% of 22). Some health centers offer services only to students (35% of 22), and others to students and faculty/staff (25% of 22).

Survey respondents report cigarettes as the most commonly used tobacco product on campus, followed by ENDS. Today, more than half of Maryland college tobacco policies explicitly prohibit ENDS (51% of 47).

Most college survey respondents do not offer FDA approved cessation methods through their health center, e.g. Nicotine Replacement Therapy (NRT), medications (e.g., Bupropion, Varenicline). Most commonly, schools reported providing self-help materials and referrals to local health departments or the Maryland Tobacco Quitline. Only half of the survey respondents offered individual counseling (one-on-one; 50% of 20), and even fewer offered NRT (40% of 20).

Cessation Services Offered Among Survey Respondents

- FDA Approved
- Referral

No services provided	5%
Self-help Materials	65%
Refer to local health dept	60%
Refer to MD Tobacco Quitline	60%
Medications	25%
Nicotine Replacement Therapy	40%
Group Counseling/Classes	15%
One-on-One Counseling	50%

Information about these services is most commonly disseminated by respondents via flyers, posters and emails. Online information is typically on the main college website (29% of 21) or on a health center website (38% of 21), which typically links to the Maryland Tobacco Quitline (57% of 14).

[i] Smokefree [sic] and Tobacco-Free U.S. and Tribal Colleges and Universities (2016, January 1). Retrieved from: http://no-smoke.org/pdf/smokefreecollegesuniversities.pdf
[ii] University System of Maryland: Institutions. Retrieved from: http://www.usmd.edu/institutions/

2

Full Survey Report

http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/mcc-tobacco-workgroup.aspx

Report on Maryland College Tobacco Use Policies and Cessation Resources Data from the Maryland Cancer Collaborative College Survey

Background

The Maryland Cancer Collaborative (MCC) is a statewide coalition of volunteers who come together to implement the Maryland Comprehensive Cancer Control Plan. In an effort to assess the current state of tobacco use policies on Maryland college and university campuses, in 2015 the MCC Tobacco Workgroup developed a survey to collect data about campus tobacco policies, enforcement of those policies, and cessation services and resources available to students, faculty, and staff. The survey was distributed to 44 schools across the state and was available online from May 27, 2015 through August 21, 2015.[1] During this time, workgroup members sent a series of five email reminders to contacts who had not completed the survey beginning one week after the dissemination date (May 27, 2015). Limited workgroup members and staff or student assistants were available to make follow up calls; attempts were made, but connections were not yielded due to the lack of college personnel in-office during the summer.

Campus Policy

Of the 44 colleges asked to complete the MCC Tobacco Workgroup survey, half responded (n=22, 50%). Findings from those 22 colleges (12 college/university, 8 community college, 2 specialty college/university) are included in this report on college tobacco policies in the state of Maryland. Number of total valid respondents (N) varies between questions, and is indicated for each finding throughout the report. Portion of respondents selecting the particular response mentioned (n) is indicated for each finding as well.

More than half of the respondents (N=21) reported having in place a "100% tobacco-free" policy, meaning no forms of tobacco are allowed, and there are no designated areas for tobacco use anywhere on the campus property (n=11, 52.4%). However, the survey results showed that the second most prevalent response was "Yes [smoke-free policy is in place on campus], with partial restrictions," meaning there are designated tobacco use areas on campus (n=6, 28.6%). This specific measure does not account for those campuses that have a smoke-free policy in place and are progressing towards a 100% tobacco-free campus. Nonetheless, the findings are compelling in that almost one-third of the responding colleges do allow tobacco use on campus in some form. More research about the context of each campus is needed to fully understand these results, i.e. are these colleges that are not 100% tobacco-free making progress towards that goal or are they reaching a stasis with partial restrictions?

Nearly all respondents reported cigarettes as the most commonly used tobacco product on campus (n=18, 94.7%, N=19); and electronic smoking devices (ESDs), such as "vape pens" or e-

[1]Survey total, 44 schools, differs from statewide total, 47 schools. Three schools were not included in survey either because there was no school health center contact available, or because the school shared oversight with a school already included in the survey.

1

---

compared to data over the next few years to determine whether more colleges begin to offer cessation services (n=4, 21.1%).

Follow-ups are not routinely conducted on most campuses to track quit rates (n=10, 83%, N=12), with only two colleges responding that they conduct routine follow-ups (17%). However, tracking quit rates can be challenging due to limited resources including time, staffing, and funding.

Take-Away Points

→ Maryland's higher education institution rate is surpassing the national rate in adopting 100% smoke-free policies (40% versus 31%[*]). These smoke-free policies do not include schools that have designated smoking areas on campus.
→ All 2-year community colleges in Maryland are exceeding state law requirements for smoking policies, with the vast majority having enacted 100% tobacco-free campus policies, *including* ESDs (69%)!
→ When campuses adopt a smoking policy, the preferred policy among respondent schools is a more stringent tobacco-free campus policy (10/11=92%).
→ Free or low-cost local and state cessation resources are available. The Maryland Tobacco Quitline (1-800-QUIT-NOW), can be offered as a referral service, even when campus health center staff are not accessible (e.g. online at campus health services website).
→ The most commonly used tobacco/nicotine products on college campuses in Maryland are cigarettes, followed by ESDs. Therefore, campus cessation services could be tailored to these types of tobacco products to boost enrollment and successful quitting rates.
→ Most colleges offer cessation services (75%), but do not offer nicotine replacement therapies (60%), and only half offer individual counseling. Clinical practice guidelines recommend use of medication in conjunction with counseling as treatment, and referral to the Quitline.[3] Surveying students, faculty, and staff could help to inform in a school's decision of which cessation resources are best and most feasible to offer to their campus community.
→ Tracking quit rates may provide data to help colleges focus resources where they are most useful for students and faculty wishing to quit using tobacco products, progressing toward the goal of diminished tobacco product use on Maryland college campuses.
→ By tracking quit rates, colleges offering nicotine replacement therapy (NRT) for tobacco cessation can identify the most successful NRT for their population. This

[2] National Center for Education Statistics. Table 105.50: Number of educational institutions, by level and control of institution: Selected years, 1980-81 through 2012-13. (2015, March). Retrieved from: https://nces.ed.gov/programs/digest/d14/tables/dt14_105.50.asp?current=yes
[3] Fiore MC, Jaen CR, Baker TB, et al. Treating Tobacco Use and Dependence: 2008 Update. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. May 2008. Retrieved from: http://www.ncbi.nlm.nih.gov/books/NBK53952/

4

Best Practices & Resources

Best Practices for School Tobacco Use Policies

Best practices for Maryland colleges and universities wishing to write a school tobacco use policy or update an existing policy are summarized below. This summary is drawn from the University of Michigan Standard Practice Guide Policies regarding smoking on university premises, the Americans for Nonsmokers' Rights Foundation's (ANRF) Model Policy for a Tobacco-Free College/University, and the ANRF's Tobacco-Free College Campus Initiative (TFCCI) Policy for a Tobacco-free Campus.[1,2,3]

Secondhand smoke contains over 7,000 chemicals, of which hundreds are toxic and nearly 70 are cancer-causing. Exposure can cause disease and premature death among children and adults who do not smoke.[4] According to the Surgeon General, there is no risk-free level of secondhand smoke exposure. The goal of any college or university tobacco use policy is to establish a healthy environment for community members, including but not limited to students, faculty, staff, and visitors, by protecting them from the harmful effects of secondhand smoke. Though a comprehensive **tobacco**-free policy is most effective, some schools may have support for a **smoke**-free policy only. This document serves as a guide, not as a mandate, for schools to establish a tobacco use policy.

Establish Reasoning and Intention Behind the Policy

Establish the reason for implementing a school tobacco use policy. For instance, cite the environmental health risks of tobacco smoke to the school community (faculty, staff, students, fellows, visitors). To give context, the policy can reference the Maryland Clean Indoor Air Act of 2007, which prohibits smoking in virtually all indoor public places in an effort to limit exposure of residents to secondhand smoke.[5] In the policy, it is best to state explicitly the school's intention for instituting the policy. For example, "The policy will ensure a healthy, tobacco-free environment for community members." A reminder that school tobacco use policies such as these are the norm can also be helpful in school community acceptance of, and ultimately compliance with, the policy.

Engage Both Smokers and Nonsmokers, Hold Everyone Responsible in the Policy

Include a section that is meant to engage smokers and nonsmokers alike. For example, this section could include a call to action via a sense of responsibility for one's community, consideration for nonsmokers, or common civility. This strategy is meant to engage the members of the school community who are to be held to this standard, gaining true support rather than begrudging acceptance. Within this section, the policy should clearly state who should be consulted if the policy is violated. For instance, "All community members are responsible for

[1] Model Policy for a Tobacco-Free College/University. (2013) Retrieved from: http://no-smoke.org/pdf/modeluniversitytobaccofreepolicy.pdf
[2] Standard Practice Guide Policies: Smoking on University Premises. (2011, June 1). Retrieved from: http://spg.umich.edu/policy/601.04
[3] Policy for a Tobacco-free Campus. (2015) Retrieved from: http://tobaccofreecampus.org/sites/default/files/tobaccofreepolicy-template.pdf
[4] *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General.* Published January 17, 2014. US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, Atlanta, Ga.
[5] Clean Indoor Air Act of 2007. (2007, May 17) Retrieved from: http://mlis.state.md.us/2007RS/chapters_noln/Ch_502_hb0359E.pdf

1

School Tobacco Use Policy Guidance and Cessation Resources

Free resources for schools:

→ College Campus Criteria Tipsheet--List of criteria a college tobacco policy must include to be designated 100% smoke- or tobacco-free. List of schools nationwide with smoke-and/or tobacco-free campus policies. (http://no-smoke.org/pdf/CollegeCampusCriteriaTipsheetFinal.pdf)

→ Cessation Strategies for Tobacco-Free Campuses (South Carolina Department of Health and Environmental Control)--Free guide for colleges that are developing or implementing a plan for a tobacco-free campus. Services tailored to South Carolina schools, but strategies can be more widely applied. (http://tobaccofreecampus.org/sites/default/files/resources/Cessation%20Strategies%20for%20Tobacco-Free%20Campuses%20%28South%20Carolina%20Department%20of%20Health%20and%20Environmental%20Control%29.pdf)

→ Creating a Tobacco-Free Campus: Policy Guide (Public Health - Seattle & King County, DHHS)--Comprehensive aid in creating smoke-free and/or tobacco-free college campus policy, including considerations, approaches, and examples of policies and media. (http://tobaccofreecampus.org/sites/default/files/resources/Sea-King_CollegesToolkit_112912.pdf)

→ Making Your College Campus Tobacco-Free (Tobacco Free Oregon)--Short, comprehensive guide for creating and enforcing tobacco-free campus policy. (http://tobaccofreecampus.org/sites/default/files/resources/Oregon%20Guide.pdf)

→ The Maryland Tobacco Quitline (1-800-QUIT-NOW)--Free telephone-based counseling service available to all Maryland residents ages 13 and olderto help with quitting any form of tobacco. In addition, web and text message options are available for those 18 and older. Services may include: access to a trained quit coach, a 12-week supply of nicotine replacement therapy (patch and/or gum) for those eligible and are 18 and older, referral to a local health department if desired, and specialized programs for youth (ages 13-17) and pregnant women. Quitline services are available 24 hours a day, 7 days a week. (http://smokingstopshere.com/)

→ Tobacco Cessation Education: A Training Program for Faculty (Smoking Cessation Leadership Center)--Free online training via recorded webinars tailored to faculty of medical and pharmacology schools. SCLC allows faculty to add these recorded webinars to their own curricula free of charge. (http://smokingcessationleadership.ucsf.edu/webinars/tobacco-cessation-education)

Maryland Success Stories

- Two Success Stories, developed in conjunction with college representatives
  Morgan State University (4-year)
  Anne Arundel Community College (2-year)
- Successfully instituting a smoke-free policy on a *Maryland* college campus.

Success Story: Morgan State University

The implementation of Morgan State University's (MSU) Smoke-Free campus policy, did not happen overnight. In fact, it was five years in the making. Guided by Dr. Anne Marie O'Keefe, a group of MSU School of Community Health and Policy (SCHP) students began their journey to a smoke-free MSU in 2010. Before presenting this proposed policy to their University President, the SCHP group first wanted to gather information about current smoking habits and policy support from campus members. Thus, they began with a student survey, which showed that only about 20% of MSU students smoked and the majority of students supported a smoke-free campus policy. The SCHP students and Dr. O'Keefe brought these findings to their University President, Dr. David Wilson, hoping it would be convincing enough for immediate policy implementation. However, the President was hesitant, asking for demonstrated support from other primary campus entities and organizations. This original team of SCHP students left the project for a new group of SCHP students to undertake, under the recommendation of the University President to build support from campus organizations and to present a formal proposal.

To provide this demonstrated support requested by the President, the SCHP students began visiting major campus entities to discuss the importance of having a smoke-free campus policy. These entities included their undergraduate student organization, graduate student association, health educators, human resources, wellness center, SCHP, Prevention Sciences Research Center, and health center. While the students found that typically these organizations

Authored by AACC   March 10, 2016

Success Story:
Anne Arundel Community College

The Anne Arundel Community College no-smoking policy began as a request from the Student Government Association. It was then taken under consideration by each of the college's constituency groups, which include the faculty, administrative and support staff. This included a survey to students, faculty and staff, which showed support for the idea, and the formation of a committee and subcommittees that looked at best practices from other colleges in the state and around the country. The college benefitted greatly from other Maryland community colleges that had implemented similar policies, as well as local organizations, especially Anne Arundel and Baltimore Washington Medical Center.

A proposed policy to become a smoke- and tobacco-free campus, as well as tobacco substitutes, was developed and presented to the Board of Trustees for consideration. In the meantime, staff prepared a number of resources, including "Frequently Asked Questions," details of how the new policy would be enforced and resources for smoking cessation. As an educational organization, AACC's emphasis was on informing and educating current students, prospective students, faculty, staff and the many community partners and residents connected to the college about the new policy, and related issues, such as individual rights, facts about addiction and health costs and benefits. To that end, the college held information sessions on a number of these subjects for the benefit of the college community.

http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/mcc-tobacco-workgroup.aspx

Take Away & Lessons Learned

- **Work Products**
  - Snapshot, Survey Report, and Best Practices are available on the PHPA website for the MCC's Tobacco Workgroup
    - Available Online: http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/mcc-tobacco-workgroup.aspx)

- **Next Steps**
  - Sharing success stories – encouragement for schools considering such policy change
  - Sharing materials with Maryland university and college Presidents
  - Maryland campaign to encourage going tobacco-free on all campuses
  - Benefit to others – these processes may be applicable to other settings
    - workplace, campuses, multi-unit housing campuses

- **Challenges**
  - Updating this information regularly
  - Changes in Maryland-specific tobacco use trends (product use and population)

Contact Information

Krystle F. Pierce, M.P.P.
Project Director

UMBC
Dept. of Psychology
1000 Hilltop Circle
Baltimore, Maryland 21250
Direct: 410-455-5838
Email: krystle.pierce@umbc.edu
Website: http://mdquit.org/