

To: University Senate

From: Penelope (Jenny) Quintana, Chair, Environment and Safety Committee

Re: Report on committee evaluation of the Implementation of the SDSU smoke-free campus senate policy and blueprint for full evaluation of policy

Date: May 2015

1. Introduction and background to this report: Smoking and exposure to second hand smoke is a leading preventable cause of morbidity and mortality (U.S. Dept. of Health and Human Services, 2006). Young adults are a target of tobacco companies as this group is the youngest age to which they can legally market tobacco products (Ling and Glantz, 2002). There is also reported to be no safe level of exposure to secondhand smoke (U.S. Dept. of Health and Human Services, 2006). Cigarette butt waste is also now demonstrated to pose as a threat to the environment through toxicity to aquatic organisms and other parts of the ecosystem (Slaughter et al., 2011). Smoke-free campus policies have also been demonstrated to result in reduction of tobacco use behaviors in students (Seo et al., 2011). In recognition of these facts, a nationwide effort to make colleges and universities smoke-free is taking place. In California, all UC campuses went smoke-free in 2014. In January, 2013, the Academic Senate of the California State University requested that the Chancellor take the necessary steps to modify CSU System policy to create a smoke-free university system (Academic Senate of the California State University, 2013).

In May 2013, the SDSU Senate passed a smoke-free campus policy (see appendix for complete text). Prior smoking policy changes had included changing the '20 foot rule' required by the State of CA (no smoking within 20 feet of doorways etc). to a '25 foot rule' to comply with LEED certification requirements. This resulted in signage being installed on most building indicating the '25 foot rule'. Following this change, a senate policy was passed in 2011 allowing smoking on campus only within certain designated areas. Following the Senate action in May 2013 to move the campus to a smoke-free environment, in December 2013, an email from the Vice President of Business and Financial Affairs to all SDSU faculty, staff and students declared that the campus would go smoke-free stating January 1, 2014. Designated areas for smoking were removed by the end of January, 2014. During early 2014, a smoking policy implementation committee was formed that consisted of members from various campus departments, including Associated Students. An implementation plan for the Senate smoking policy was developed by the committee in Spring 2014. In January 2015, the Environment and Safety committee was asked to evaluate the implementation of the smoke-free campus policy.

This report reviews the requirements of the senate policy on smoking and assesses compliance relative to these requirements, evaluates the degree to which specifics in the implementation plan developed by the committee were carried out, reviews other activities related to implementing the smoke-free policy, and outlines a draft approach to evaluate the smoke-free policy in the future.

2. Evaluation of implementation of Senate smoke-free campus smoking policy:

a. Overview of Senate policy requirements and degree to which these are met: Table 1 gives an overview of the Senate policy by section number with commentary on whether the policy is met, partially met, or not met. In general, the policy appears to be implemented in most of the areas specified, such as in informing new faculty, staff and students during orientations, provision of a well-executed smoke-free SDSU website, and provision of services to students and faculty/staff (Table 1). However, a main area that is still partially met or not met is in provision of the required signage at main entrances to campus. In March, 2015, the Environment and Safety committee surveyed the campus with a main attention on signage visible as people entered the campus, and to a lesser degree whether the '25 foot rule' signs on buildings had been removed, and if so, if they had been replaced with smoke-free campus signs. Such signage plays a key role in informing current faculty, staff and students as well as visitors of the smoke-free campus policy. Informal discussions with persons on campus seemed to indicate that many non-smokers are not aware of the policy. In the E and S committee survey, most entrances to campus following routes taken from parking areas had no visible signs indicating the smoke-free campus policy (see Appendix). For example, one could park in Parking Structure 4, walk over the 4th floor walkway, and go all the way to Hardy Tower or Life Sciences without ever seeing a sign. This problem was compounded by the lack of signs on buildings. In the survey, no '25 foot rule' signs were observed, though places where they had been removed were visible. However, they did not appear to have been replaced with signs on buildings at the same locations indicating the new smoke-free policy. Entrances which did appear to be appropriately signed included the trolley station and the new Starbucks. More specific discussion of signage and outreach, as well as a discussion of additional activities and complaints/problem areas can be found in the next section regarding the evaluation of the implementation plan.

Some objective data on the effect of the policy can be obtained through analysis of cigarette butt litter data on the SDSU campus. Each year for 4 years, Dr. Tom Novotny, a faculty member and former Assistant Surgeon General of the United States, has conducted a cigarette butt litter pickup day. His research and that of others has established that cigarette butts are toxic to aquatic organisms and that cigarette butt litter poses an environmental contamination problem (Novotny et al., 2009; Slaughter et al., 2011). In 2012, 24,200 cigarette butts were picked up, and in 2013, twenty percent fewer (19,147). The next cleanup is scheduled for May 2, 2015, so it will be of interest to see if counts have declined and where the greatest concentration of cigarette butts is found.

Table 1. Senate Policy components and the degree to which these are met (M=Met, P=Partially met, N = Not met)

Senate Policy (Abridged) (full policy in appendix to this report)	M	P	N	Comments
1.0 Smoking shall be prohibited by San Diego State University: a. In buildings owned and occupied by or leased and occupied by SDSU and in SDSU vehicles, b. In SDSU outdoor areas including parking lots, c. In outdoor SDSU owned or leased constructed seating areas where people are likely to congregate. d. Appropriately worded “no smoking” signs shall be placed in locations where the smoking rule is consistently violated		X		Signage not consistently placed
2.0 The distribution of free samples of tobacco products is prohibited. No tobacco-related advertising or sponsorship shall be permitted on SDSU property, at college-sponsored events or in publications produced by the college.	X			
3.0 The designated officials in charge of receiving complaints about employees shall be Human Resources, and for complaints about students shall be Student Affairs. Other violations shall be referred to Public Safety, unless other designated officials are named by the President to receive complaints concerning violations of this policy. This official, policy, procedures for complaints, and consequences of violations will be posted online. If needed, AB 795 allows for fines to be assessed for repeat violators, and this avenue will be explored if needed, though social enforcement shall be the primary means of enforcement.		X		Fines for violators not currently pursued but are allowed – would need additional actions such as ticketing codes
4.0 All members of the campus community will be informed of the smoking policy by widely distributing the campus tobacco policy on an annual basis. The tobacco policy will be clearly posted in employee and student handbooks, on the college/university website, and in other relevant publications. Key components of the policy will be also shared with parents, alumni/ae, and visitors. The general policy will be both printed and electronic formats.		X		Campus policy is distributed to new hires and new students, and on website. Signage is lacking
5.0 The university shall offer smoking-cessation assistance for students through Student Health Services and for faculty and staff through the Employee Assistance Program. Interested employees should contact the Center for Human Resources.	X			
6.0 San Diego State University auxiliary organizations shall comply with this policy.		X		Not all surveyed
7.0 Smoking shall be permitted in university-sponsored theatre and dance productions and other representations where smoking is part of the script.				Unknown whether this has taken place
8.0 Notice of this policy shall be posted at or near principal entrances to the campus and on www.sdsu.edu.		(X)	X	Survey by E and S found multiple deficiencies
9.0 This policy shall implement Cal. Code Regs. Title 5 section 42356 and CSU Memorandum 200-26 and 2003-19 in accordance with the Education Code 89030 and 89031 and Cal. Govt Code sections 7596-7598, and CSU Executive Order 599.				
10.0 Smoking is defined as inhaling, exhaling, burning, or carrying a lighted or vapor-producing tobacco product. Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), electronic cigarettes, cigars and cigarillos, hookah smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff).	X			Note: UC Irvine exempted smokeless tobacco etc from smoke-free policy - overturned

b. Evaluation of the execution of smoking implementation committee implementation plan: The smoking implementation committee, which met approximately monthly since early 2014, produced an implementation plan in Spring 2014. The activities in this plan are listed in Table 2A. and B. , as well as some activities not listed in plan but discussed in the committee meetings (the plan is in the appendix; as well as departments represented, no minutes are available for the meetings). Each activity is scored as complete, in progress or not done. Table 2A. lists physical measures planned by the implementation committee, and Table 2B. the outreach and engagement activities. Signage is one area that is not fully implemented, but has made major strides (Table 2A.). Permanent signs were installed on all large campus maps. An attractive graphic was prepared for the banners and signs (Table 2B). Two large banners were deployed on campus (similar to the add-drop deadline banners). Permanent signs are mostly limited to notices on large campus maps. The decision was made to make most signage efforts focus on mobile A-frames. This approach has met with mixed success, as the A-frames are moved around and are often not visible on major entrances to campus (see E and S committee survey, above). In addition, the A-frame signs have been moved by unauthorized personnel and in some cases stolen. On campus buildings, the previous ‘25 foot’ rule signs have been in general removed, but not been replaced for the most part with new signs stating that the campus is smoke-free. Outreach and engagement activities are listed on Table 2B. Information on the new policy is given to new faculty staff and students, and the smoke-free campus policy is listed on the main smoke-free SDSU website (http://smokefree.sdsu.edu/smoke_free/) as well as campus maps and the SDSU student health services and health promotion websites. However, the policy is not readily visible on the main sdsu.edu home page or on the admissions home page, although this information is sent to students before they arrive. International students have been a main target of outreach and education. Extended Studies and the American Language Institute have been very active in informing student of the smoke-free campus policy, and have provided a person to perform outreach to students.

Table 2. Senate Policy components and the degree to which these are met (C=Complete, IP=In progress, N = Not done). A. Physical measures

PLANNED ACTION: Implementation committee	C	IP	N	Comments
Physical Measures (signage, etc.)				
Signs: Permanent signs at entrances			X	(large maps have signs)
Signs: A-Frames at main entrances and other areas		X		A frames are mobile, and have been removed or stolen. Based on the E and S (short) survey, they are rarely visible at entrances to campus via parking lots
Flyers with messaging themes/logo	X			Student life, ALI, residence halls
Large Banners placed at beginning of semester etc.	X			
Freeway Message Board			X	(waiting for software upgrade)
<i>(other physical actions taken not listed in plan but discussed)</i>				
Removal of no-smoking within 25 feet rule signs	X			(not replaced with smoke-free campus signs)
Signs: Addition of smoke-free policy to large campus map boards	X			Permanent addition to maps
Magnets, etc. for handing out at events	X			Residence halls

Table 2. Senate Policy components and the degree to which these are met (C=Complete, IP=In progress, N = Not done). B. Outreach/engagement

PLANNED ACTION: Implementation committee (slightly abridged)	C	IP	N	Comments
Campus community engagement				
Associated Students		X		
Fraternities/Sororities/Intra-fraternity council / E3 Student Group		X		
Unions/ Environmental Health & Safety/ Student Health Services	X			
Other approaches: student ambassadors (other actions taken not listed specifically in plan)			X	
Campus Public Safety	X			
Contracted security personnel patrols	X			January –March 2014
ALI/international students	X			
Outreach person	X			
Outreach				
Graphic created for smoke-free campus	X			
Social Media	?			
President email stating policy and priority			X	(one announcing policy from VP)
Campus maps online	X			
http://www.sdsu.edu/smoke free	X			
SDSU Home page			X	
SDSU Admissions page	X?			
New Employee Orientation/ New Student Orientation, Tours	X			(not sure about tours)
New Faculty Orientation	X			
Residence Halls	X			
AS Facilities (concert venues)	X			
Construction on campus	X			
Information on paychecks once a year			X	(not sure if in progress)
Daily Aztec article in beginning of semester		X		Some articles, not at beginning as planned
Newscenter article	X			(why always use phrase socially enforced in title)
Aztec Recreation Center	X			
KPBS	X			
Great American Smokeout (November)/ Earth Day (April)			X	
Public Health Students		X		(PLF fund applied for, denied)
Counseling and Psychological Services	X			
Student Organization Orientation			X	Not sure if done
ALI / ISC	X			

c. Complaints, 'hot spots' and enforcement: Complaints to the campus are made in several ways. One is by emailing the smoke-free campus email (smokefree@sdsu.edu). This eventually goes to the head of Human Resources. Per Human Resources, all of the complaints were about the presence of smokers on campus, with the majority of complaints focused on smoking in the vicinity of the Gateway Center, the Extended Studies Center and Parking Structure 2. In Fall, 2014, 12 emails were received, and in Spring 2015, 10 complaints were received through email (as of April 16, 2015). Another way complaints are received is through calling dispatch at Public Safety. Public Safety responds to all calls, although this may take several days for lower priority issues. Per information from Public Safety, since January 1st dispatch had 10 recorded calls regarding smoking, locations as follows: Extended Studies, PS2, Adams Humanities, Music, EBA, Life Sciences North, PS8, College Square, Piedra Del Sol, and ARC. A third way to register complaints is through contacting staff such as EHS or facilities. Through review of these contacts, hot spots have been identified where non-smokers report being exposed to secondhand smoke. These areas identify Parking Structure 2 and the Extended Studies building as a major hotspot. Scripps Cottage areas near the former designated smoking area have also emerged as a secondary hotspot, as well as secluded areas near the Engineering Building. In January, funds were provided to hire an outside security contractor (Elite) to perform patrols of problem areas on campus in the Spring Semester 2015. Per information provided by public safety, there almost 1000 contacts, 321 were at PS 2, 305 at the Scripps Cottage East/Terrace Area, and 128 at Aztec Mesa/Music. The only other locations with more than 30 contacts were Extended Studies (36) and Q Lot (32), both of which are close to PS2. The contacts at PS 2, Aztec Mesa, Q Lot and Extended Studies appeared to be almost exclusively international students. Out of the 947 contacts, it appeared that 517 (55% of contacts) were international students. Smokers in the Scripps area did not appear to be international students, and they almost all were fully aware of the campus rules and simply did not care. Elite staff perceived that these smokers felt it was their right to smoke, and they felt they were out of the way from non smokers. These contacts accounted for 32% of all contacts. Total number of contacts has remained consistently in the low 20's per day, even after Elite started asking for Red IDs. Elite reported that the smokers' demeanor changed and they became more upset with the guards when asked for IDs, but their smoking behavior did not change. The police department does not believe that enforcement tactics will have a significant impact because the majority of the violators are international students who would not be likely to pay a fine due primarily to their short stay in San Diego, because many do not have to re-register for classes and because smoking remains part of their culture. The impact of citations on faculty and staff is not known until it is determined what the sanctions would be for failing to pay the citation. The police department states that by creating two designated smoking areas, 86% of the problem could be eliminated. Currently there is no mechanism to fine repeat violators. Students who repeatedly violate the policy may be referred to Student Affairs, and faculty/staff to Human Resources. AB 795 provides a mechanism to fine violators, but this has not been implemented. To do so would require adding this category of violation to the ticket categories and other actions.

d. Recommendations: The Environment and Safety committee lauds the considerable efforts that have been made to implement the smoke-free campus policy and has the following recommendation to complete the implementation.

1. Signage: Provide permanent signage at entrances to campus that lead from parking lots, and install 'smoke free campus' signs where the '25 foot' rule signs were formerly placed (requires funding).
2. Outreach: Continue to inform SDSU faculty, staff and students on an on-going basis (email each semester, banners), and hire or provide service credit for student ambassadors.
3. Engagement: Provide support from the highest levels of administration (memos, emails) to encourage engagement, continue relationships with AS and others
4. Enforcement: Consider enforcement strategies such as continued security patrols and/or pursuing levying fines on repeat violators.
5. Plan evaluation of smoke-free policy going forward (see next section)

e. Recommendations for evaluation of the smoke-free campus policy: It is important to carefully design an evaluation of the smoke-free campus policy. For example, if we are interested in changes in knowledge and attitudes to the policy over time, then surveys must be developed and administered at regular intervals. An important first step is to agree on a logic model for the policy and indicators for evaluation of the policy. An example is to develop consensus on indicators that the policy is successful – to one person, success might be demonstrating a small reduction in exposure of non-smokers to secondhand smoke while to another person success means zero exposure. Another issue is to specify who will do the evaluation and the time periods for evaluation. Figure 1 gives a draft logic model for the smoke-free campus policy in terms of inputs, activities, outputs, and short and long-term outcomes. The University of California recently published an evaluation of their smoke-free campus policy (Fallin et al., 2015). For this evaluation, they evaluated the policy at each campus relative to best practices, conducted qualitative interviews and surveys of students, and physically reviewed cigarette butt litter, signage and presence of smokers. It should be noted that the UC campuses were very active in signage, putting stickers in bathrooms, for example, or on trashcans, as well as other signs. However, unlike SDSU, a main failure identified in the report was that they had not removed the 25 foot rule signs in many places, which created confusion. They concluded that most students had seen signs but few correctly identified the smoking policy on campus, and that compliance and movement of smokers to other areas of campus as a common theme. In Oregon, a recent report of the results of a survey of students, staff

and faculty 1 year after the campus went smoke-free reported that about 75% supported the policy and that less smoking was perceived to take place on main area of campus, but more was taking place in peripheral areas (Braverman et al., 2015).

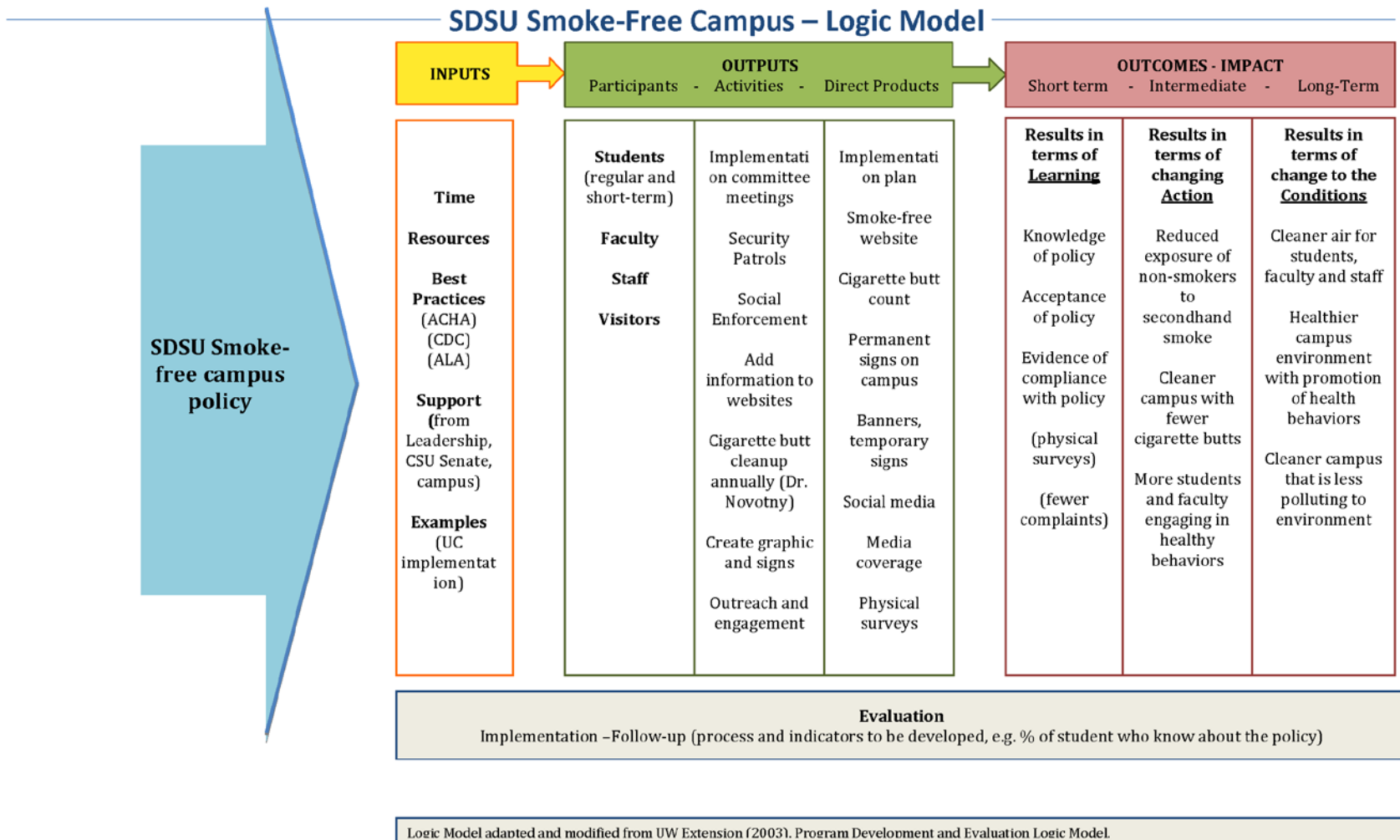


Figure 1. Draft logic model for the smoke-free campus policy

The Environment and Safety Committee recommends that the following activities take place in order to evaluate the policy:

1. Annual review of policy relative to ACHE/ best practices (metric, degree to which the policy)
2. Compliance with requirements of policy
3. Annual student survey
4. Annual faculty-staff survey
5. Annual observational survey
6. Annual cigarette butt counts on campus by area (this year May 2, 2015)
7. Semester review of complaints/incident reports
8. Enforcement activities such as either moving forward to allow officers to issue tickets or continuing occasional security patrols
9. Annual indicator of support by administration (emails from President, etc.)

Models and examples exist for many of these items, such as student surveys developed by the University of California for its recent evaluation of its smoke-free campus policy (funded by TRDRP) (Fallin et al., 2015). A recent paper reported using GIS software and spatial video cameras on bicycles to examine hotspots of secondhand smoke exposure on a college campus (Burke et al., 2015). Methods for evaluation will need to be decided upon and metrics will have to be developed for each area to determine acceptable levels or indicators of success. These might include the percent of students, faculty and staff who can describe the smoking policy, the reduction in the number of cigarette butts picked up during annual campus surveys, or other metrics. In addition to identifying activities, the group responsible for overseeing the evaluation will need to be identified, as well as resources for the evaluation (surveys, etc.).

References:

Academic Senate of the California State University, 2013, A Smoke-Free California State University, AS-3102-12/EX/AA (Rev), <https://www.calstate.edu/acadsen/Records/Resolutions/2012-2013/documents/3102.shtml>

Braverman, M.T., Hoogesteger, L.A., Johnson, J.A., 2015. Predictors of support among students, faculty and staff for a smoke-free university campus. *Preventive Medicine* 71, 114-120.

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U.S. Dept. of Health and Human Services, 2006, The health consequences of involuntary exposure to tobacco smoke : a report of the Surgeon General. – [Atlanta, Ga.], <http://www.surgeongeneral.gov/library/reports/secondhandsmoke/fullreport.pdf>

Appendices to Report on committee evaluation of the Implementation of the SDSU smoke-free campus senate policy and blueprint for full evaluation of policy (May 2015)

- a. Senate policy on smoking
- b. Environment and Safety committee survey on signage at entrances to campus, March 2015
- c. Implementation plan
- d. Executive summary of the UC Evaluation of the Implementation of the University of California Tobacco-free Policy

Senate Policy File:

1.0 Smoking shall be prohibited by San Diego State University as follows:

- a. In buildings owned and occupied by or leased and occupied by SDSU and in SDSU vehicles,
- b. In SDSU outdoor areas including parking lots,
- c. In outdoor SDSU owned or leased constructed seating areas where people are likely to congregate.
- d. Appropriately worded "no smoking" signs shall be placed in locations where the smoking rule is consistently violated and all public ash receptacles shall be placed in compliance with this policy.

2.0 The distribution of free samples of tobacco products is prohibited.

No tobacco-related advertising or sponsorship shall be permitted on SDSU property, at college-sponsored events or in publications produced by the college, with the exception of advertising in a newspaper or magazine that is not produced by SDSU and which is lawfully sold, bought or distributed on campus property. For the purposes of this policy, "tobacco-related" applies to the use of a tobacco brand or corporate name, trademark, logo, symbol or motto, selling message, recognizable pattern of colors or any other indicia of product identification identical to or similar to, or identifiable with, those used for any brand of tobacco products or company which manufactures tobacco products.

3.0 The designated officials in charge of receiving complaints about employees shall be Human Resources, and for complaints about students shall be Student Affairs. Other violations shall be referred to Public Safety, unless other designated officials are named by the President to receive complaints concerning violations of this policy. This official, policy, procedures for complaints, and consequences of violations will be posted online.

If needed, AB 795 allows for fines to be assessed for repeat violators, and this avenue will be explored if needed, though social enforcement shall be the primary means of enforcement.

4.0 All members of the campus community will be informed of the smoking policy by widely distributing the campus tobacco policy on an annual basis. The tobacco policy will be clearly posted in employee and student handbooks, on the college/university website, and in other relevant publications. Key components of the policy will be also shared with parents, alumni/ae, and visitors. The general policy will be both printed and electronic formats.

5.0 The university shall offer smoking-cessation assistance for students through Student Health Services and for faculty and staff through the Employee Assistance Program. Interested employees should contact the Center for Human Resources.

6.0 San Diego State University auxiliary organizations shall comply with this policy.

7.0 Smoking shall be permitted in university-sponsored theatre and dance productions and other representations where smoking is part of the script.

8.0 Notice of this policy shall be posted at or near principal entrances to the campus and on www.sdsu.edu.

9.0 This policy shall implement Cal. Code Regs. Title 5 section 42356 and CSU Memorandum 200-26 and 2003-19 in accordance with the Education Code 89030 and 89031 and Cal. Govt Code sections 7596-7598, and CSU Executive Order 599.

10.0 Smoking is defined as inhaling, exhaling, burning, or carrying a lighted or vapor-producing tobacco product. Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), electronic cigarettes, cigars and cigarillos, hookah smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff).

Building	Parking Lot	Signs at entrance to campus?		Comments	25 ft rule signs replaced with Smoke-free campus?		other comments	Date	Time
		Yes	No		Type (perm.? A-Frame?)	Yes			
	4	X		none on 4th level walkway to West Commons or beyond to Hardy Tower	X		empty space where sign was near old Starbucks	3/17/2015	4:00 PM
	5	X		notice on field level gate about not bringing certain items onto the field, but there is no smoking signage on any level of the lot. Permit vending machines would be a good spot to place "smoke free campus" signs.	X		Nope. Nowhere to be found	3/22/2015	1:00 PM
alumni center		X		Were there supposed to be A-frames here?	X		No indication that 25 ft rule signs were ever there	3/22/2015	1:00 PM
Nasatir Hall / Starbucks			X	A-frame in front of Starbucks	x		no signs	3/25/2015	11:00 AM
DRAMA		X		Only one A-Frame sign in front of benches on north side of building	x		No indication that 25 ft rule signs were ever there	3/25/2015	7:30 PM
ENS North		X		No Signs to be found in any of the entrances, nor on the footbridge leading from level 8 of Parking structure 4 to ENS Building	x		No indication that 25 ft rule signs were ever there	3/25/2015	7:30:00 PM
ENS South		X		No Signs to be found in any of the entrances, nor on the footbridge leading from level 8 of Parking structure 4 to ENS Building	x		No indication that 25 ft rule signs were ever there.	3/25/2015	7:45:00 PM
MUSIC Bldg.		X		No Signs to be found in any of the entrances, nor on the footbridge leading from level 8 of Parking structure 4 to ENS Building	x			3/25/2015	7:45 PM
PS 2	2			No signage to be seen; however there were "No Smoking" stenciled many times on SE corner stairs				3/27/2015	1:00 PM
							No smokers observed at this time; Common Site on Lev 5 PS2	3/27/2015	1:00 PM
PS 2	2			Stairs on Central South side to level 5 were littered with 200-300 cigarette butts				3/27/2015	1:00 PM
PS Q	Q			No signs anywhere.				3/27/2015	1:00 PM
College of Ext Studies		X		Only "A" frame in entire area 4 was outside the west 2nd floor door on the elevated walkway			The "A" frame was surrounded within 3' by 50-75 butts	3/27/2015	1:00 PM
College of Ext Studies				South Central Doors off PS 2 - No signs				3/27/2015	1:00 PM
College of Ext Studies				Outdoor Level two walkway East side of CES and Gateway building littered with numerous butts				3/27/2015	1:00 PM
College of Ext Studies				NW Corner of 2nd floor stairs at sidewalk had 50-100 butts in dirt				3/27/2015	1:00 PM
College of Ext Studies				NE and E courtyards had numerous signs				3/27/2015	1:00 PM
Capulli Center		x		No signs anywhere on garage level.				3/27/2015	1:00 PM
Capulli Center				Open courtyard with dozens of doors - only Pharmacy had a No Smoking sign. Metal benches in courtyard had two signs			No other perimeter or outside doors had a sign nor sign of previous 25' sign	3/27/2015	1:00 PM
Gateway Building				N side of building had numerous No Smoking signs, but no signs of prior 25' sign removal				3/27/2015	1:00 PM
Gateway Building				West 1st fl door - no sign				3/27/2015	1:00 PM
Gateway Building				E side door had new sign and evidence of old sign removed				3/27/2015	1:00 PM
Gateway Building				SE door - no sign				3/27/2015	1:00 PM
Speech and Languages				W side main door - had a small sign				3/27/2015	1:00 PM
Speech and Languages				N Door - signs				3/27/2015	1:00 PM
Speech and Languages				E Doors - sign				3/27/2015	1:00 PM
Speech and Languages				SE Door - sign and evidence of old sign removed				3/27/2015	1:00 PM
KPBS Bldg				Outdoor fenced courtyard has signs				3/27/2015	1:00 PM
KPBS Bldg				SE Corner (Lobb) doors - no signs				3/27/2015	1:00 PM
KPBS Bldg				SE corner - secondary doors - none				3/27/2015	1:00 PM
KPBS Bldg				South side of building - 2 doors - none				3/27/2015	1:00 PM
KPBS Bldg				Fenced loading area - SW corner - several doors - no signs				3/27/2015	1:00 PM
PS 6	6	X		No signs whatsoever				3/27/2015	11:45 AM
Community Garden		X		No signs whatsoever				3/27/2015	11:50 AM
Children's Center		X		No signs whatsoever				3/27/2015	11:52 AM

Parking Lots E	E	X	No signs whatsoever			3/27/2015	11:54 AM
Zura Construction Area		X	Conflicting smoking sign by construction site - construction rules sign specifies that smoking is permitted in specified areas	X	No signs whatsoever	3/27/2015	12:28 PM
Cuicacalli, Tepayac, Tacuba Residence Halls		X	Only one sign outside of Cuicacalli building by conference services office (not easily visible)	X	Sign looks unofficial and temporary in nature though.	3/27/2015	12:30 PM
Olmecca & Maya Residence Halls		X	a frame A Frame near bike racks	X	Permanent no smoking sign in place	3/27/2015	12:37 PM
Red & Black Shuttle Stop (E Campus Dr & Montezuma)		X	No signs whatsoever	X	No signs whatsoever 1 permanent no smoking sign in place outside of building entrance (not easily visible due to Zura construction materials partially blocking it).	3/27/2015	12:40 PM
Tenochca Residence Hall		X	No A-frames or easily visible no smoking signs.	X		3/27/2015	12:45 PM
Office of Housing Administration, Residential Education Office		X	No signs whatsoever	X	No signs whatsoever	3/27/2015	12:53 PM
College Square Building Plaza by footbridge between housing and the		X	No A-frames or easily visible no smoking signs.	X	two screwed into Starbucks tables outside, two on Starbucks windows, only the two on the tables are official SDSU no smoking signs	3/27/2015	1:05 PM
The area "behind" Engineering, Shiley Biosciences Bldg			no signs	x	No	3/27/2015	1:11 PM
enters PS1 cross bridge	1	X	A frames as you walk in (no signs at all, however no problems I've noticed)				
Facilities Services stairs from FS parking lot / Canyon Crest to Art North		x					
Faculty Staff Club		X		X	no signs		
Bookstore				X	no signs		
the "back side" of Education and Business Admin sitting area near Education and SSE (close	F	X	a few butts around	X	no signs		

**Smoking Policy Implementation Committee
Implementation Plan
May 2014**

Contents of this Report:

1. Overview of the Implementation Plan
 2. Timeline for Implementation
 3. Campus Community Engagement
 4. Physical Measures (signage etc.)
 5. Branding
 6. Campus Community Information Outreach
 7. Resources
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1. Overview of the Implementation Plan

The implementation plan encompasses three main areas: campus community engagement through partnering with campus community groups, physical changes such as signage, and information outreach, such as in new student orientation. The implementation proposed in this plan is expected to be put in place over summer 2014 with full roll-out of proposed measures at the start of the fall 2014 semester.

2. Timeline for Implementation

	5/13	1/14	5/14 through summer	8/25/14	12/14
Senate approves Smoke-Free campus policy	X				
SDSU President implements the policy		X			
Implementation committee formed		X			
Campus community engagement		Partial	Partial	Full	
Signage and banners, etc.		Partial	Partial	Full	
Outreach activities		Partial	Partial	Full	
Evaluation of implementation					X

3. Campus Community Engagement

Campus stakeholder groups will be approached and asked to help message and engage the campus community.

Specific groups discussed:	Committee Member responsibility:	Complete:
Associated Students		
Fraternities/Sororities/Intra-fraternity council		
E3 Student Group		
Unions		
Student Health Services		
Environmental Health & Safety		
Faculty Senate		
Other approaches: student ambassadors that spread the word		

4. Physical Measures (signage, etc.)

The following physical items will be placed on main campus, SDSURF properties, SDSU IVC Calxico and SDSU IVC Brawley.

Specific items:	Committee Member responsibility:	Complete:
Permanent signs at entrances		In progress
A-Frames at main entrances and areas where people smoke (seating areas, coffee areas)		In progress
Flyers with messaging themes/logo		
Banners similar in size to add-drop deadline banners to be placed at beginning of semester at entrances to campus and similar places		
Freeway Message Board		

5. Branding

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6. Campus Community Information Outreach		
Information, areas/times:	Committee Member responsibility:	Complete:
Social Media		
President email		
Campus maps online		
http://www.sdsu.edu/smoke_free		√
SDSU Home page		√
SDSU Admissions page		
New Employee Orientation		
New Student Orientation, Tours		
New Faculty Orientation		
Residence Halls		
AS Facilities (concert venues)		
Construction on campus		
Information on paychecks once a year		
Daily Aztec article in beginning of semester		
Aztec Recreation Center		
KPBS		
Great American Smokeout (November)/ Earth Day (April)		
Public Health Students		
Counseling and Psychological Services		
Student Organization Orientation		
ALI / ISC		√
7. Resources Needed		
A student will be hired for the summer to coordinate the plan for full implementation in fall 2014		

Evaluation of the Implementation of the University of California Tobacco-free Policy

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EXECUTIVE SUMMARY

- College tobacco-free policies (policies which prohibit any tobacco use on the entire campus grounds including all outdoor areas) are a rapidly emerging trend.
- After the 2011 UC Occupational Wellness Forum, a smoking policy subcommittee was formed and tasked to develop a white paper proposal for UC to go tobacco-free. The white paper was entitled, “Smoke-free Policy Proposal.”
- In January 2012, in response to this document, President Mark Yudof wrote a letter to the UC Chancellors mandating that by January 2014 they adopt a smoke-free policy that: (1) defined smoke-free as the smoking, the use of smokeless tobacco products and unregulated nicotine devices in all indoor and outdoor spaces; (2) applied to all UC property; (3) prohibited advertising and sales of tobacco products; (4) relied on education for the first year with an emphasis on smoking cessation as the enforcement strategy
- This evaluation of the UC tobacco-free policy implementation used a mixed methods approach, including: (1) written policy analysis (evaluating adherence to Yudof’s mandate and the American College Health Association guidelines for a tobacco-free policy); (2) qualitative interviews ($N=29$); (3) surveys of students ($N=218$); (4) pre and post observations of cigarette butts, individuals smoking, and tobacco-free signage.
- In accordance with President Yudof’s mandate, each campus formed a subcommittee to implement the tobacco-free policy.
- Along with these specific campus meetings, systemwide task force meetings began in October 2012 and were attended by 1-2 members from each campus task force.
- Overall, campuses created policies with a high degree of compliance to President Yudof’s specific mandates.
- Seven of the ten campuses, however, had minor deviations from the mandate.
- The most highly publicized deviation from the mandate came from UC Irvine’s task force, which originally decided to prohibit just smoking and continue to allow smokeless tobacco and electronic cigarettes on campus.
- This decision to go against the President Yudof’s mandate resulted in media attention
- In response, newly appointed President Janet Napolitano sent a letter to the Chancellors, Medical Center Executive Officers, and Vice President of Agriculture and Natural Resources, reiterating that all units had to implement the policy, and included minimum guidelines for what had to be included in their policies.
- Within two weeks, UC Irvine changed its policy to include all tobacco products.
- The campuses also had a high degree of compliance with the American College Health Association’s guidelines for tobacco-free campuses.
- The majority of campuses with deficiencies with respect to the ACHA guidelines were in the areas of campus relationships to tobacco companies. None of the campuses specifically prohibited tobacco industry sponsorship of campus activities or tobacco industry recruitment on campus.
- Our survey of students conducted in April 2014, four months after the new policies took effect, indicated that 76.6% of students reported seeing a sign promoting the policy, yet only 20% of these students accurately identified their campus as a tobacco-free campus.

- Signage observations indicated that some campuses had left up old signs, such as those that read, “No smoking within 25 feet of the building.” Inconsistent signage may lead to confusion about the policy.
- Across all the campuses, there was a 65% decrease in cigarette butt litter. In six of the seven schools, there was a decrease in cigarette butt litter after the policy went into effect.
- Key informants from each campus reported that policy compliance was a major issue on their campus.
- UC has not accepted any new research grants from the tobacco industry since the Board of Regents passed RE-89 in September 2007 and only one tobacco industry grant (at UCI, which was accepted before RE-89 and is running on a no-cost extension) remains in the UC system.
- Moving forward, the UC systemwide tobacco-free task force should:
 - Continue to conduct systemwide task force meetings, as suggested by the American College Health Association, to continue monitoring policy implementation
 - Regularly educate members of the campus task forces regarding the importance of smoke and tobacco free policies and reaffirm the goals of these policies
- The campus tobacco-free task forces should:
 - Continue to work on an enforcement plan for each campus that combines education and active enforcement through existing personnel procedures.
 - Maintain adequate and appropriate signage and refresh this signage at regular intervals
 - Continue to promote the policy as well as cessation aids, and refresh these promotional materials at regular intervals
 - Evaluate policy outcomes at six month intervals using tools such as measuring cigarette litter on the ground, assessing signage, assessing campus smoking and tobacco use prevalence rates and rates of use of cessation services.
- Continue implementing the reporting and review requirements of RE-89, including posting reports on the UCOP website, and consider bring UC into compliance with the ACHA guideline by adopting a policy of not accepting tobacco industry money for research.

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This report is available in UC eScholarship at www.escholarship.org/uc/item/0fq9664r.