SMOKE& TOBACCO FREE
UNIVERSITY OF CALIFORNIA

TOOLKIT

INTRODUCTION

Each year in the United States, cigarette smoking causes an estimated 480,000 deaths, including approximately 41,000 deaths from secondhand smoke exposure among nonsmoking adults (1). Smoke-free policies protect nonsmokers from secondhand smoke exposure, reduce the social acceptability of smoking, help in preventing youth and young adult smoking initiation, and increase smokers' efforts to quit smoking (1,2). Given that 99% of adult cigarette smokers first start smoking before age 26 years and many smokers transition to regular, daily use during young adulthood (2), colleges and universities represent an important venue for protecting students, faculty, staff members, and guests from secondhand smoke exposure through tobacco control policies (3).

College smoke and tobacco-free policies are a rapidly emerging trend. As of November 2017, at least 2,082 U.S. college and university campuses were smoke-free. Among these campuses, 1,743 (83.7%) were tobacco-free; 1,658 (79.6%) specifically prohibited e-cigarette use; and 854 (41.0%) specifically prohibited hookah smoking (4). A large body of evidence has demonstrated that smoke-free policies reduce heart attacks, (5) asthma, (6) emphysema exacerbations (7) and smoking prevalence.(8) College smoke and tobacco-free policies lead to lower smoking rates across the campus and change social norms surrounding tobacco use.(9)

BACKGROUND

The University of California (UC) opened its doors in 1869 with just 10 faculty members and 40 students. Today, the University of California system includes 10 campuses, 5 medical centers, 3 national laboratories with a student population of 238,700 students and 198,300 employees.

The UC Office of the President (UCOP) is the systemwide headquarters of the University of California,

managing its fiscal and business operations and supporting the academic and research missions across its campuses, labs and medical centers. President Janet Napolitano assumed responsibilities in September 2013 as the 20th president of the University of California; she directly oversees the 10 campus chancellors and the director of the Lawrence Berkeley National Lab. The University of California (UC) system has been 100% smoke and tobacco-free since January 2014. The decision for the UC system to go smoke/tobacco-free began at a systemwide occupational wellness forum in August 2011. This forum brought together representatives from all UC campus and medical centers specializing in Occupational Health, Recreation, Risk Management, and Wellness. A key outcome from this meeting was a recommendation that the UC system become tobacco-free to create healthy work, learning and patient care environments. This recommendation resulted in the creation of the "Smoke-free Policy Proposal" document in October 2011, which was presented to (now former) President Mark Yudof and the Council of Chancellors by Dr. Jack Stobo, Senior Vice President of Health Sciences and Services, and Grace Crickette, (now former) Chief Risk Officer at UC Office of the President (UCOP).

In January 2012, President Yudof issued a mandate to all UC Chancellors, "As a national leader in healthcare and environmental practices, the University of California is ready to demonstrate leadership in reducing tobacco use

and exposure to secondhand smoke by creating a smoke-free environment on all of our campuses." Individual campuses and other UC owned facilities could design their own implementation process, but Yudof's letter specified the requirements of the policies: (1) be smoke-free (defined as no smoking, no use of smokeless tobacco products, and no use of unregulated nicotine devices) in all indoor and outdoor spaces; (2) apply to all UC property; (3) prohibit advertising and sales of tobacco products; (4) be enforced primarily through education and emphasizing smoking cessation.

To further develop and implement the policies, a systemwide Smoke/Tobacco-Free Task Force was formed under the leadership of UC Office of the President (UCOP) Office of Risk Services. The Task Force consisted of individuals who were charged as Chair/Co-Chairs of the Steering Committee at their campus locations by their Chancellor. The Task Force was a diverse group of representatives from Faculty, Occupational Health Physicians/MD's, Environmental Health & Sciences, Wellness, Health Promotion/Student Affairs, Executive Vice Chancellor/Provost, and Office of the Chancellor.

In February 2013, representatives from the individual campus tobacco-free task forces began monthly systemwide meetings to discuss progress and challenges the campuses and other facilities (such as the Lawrence Berkeley National Laboratory) were facing. These meetings were chaired by the Center of Excellence for Wellness and Health Promotion, a UCOP systemwide resource created to provide leadership to promote a healthier workplace through wellness-focused initiatives such as the Smoke/Tobacco Free Policy and other health promotion initiatives.

Each campus formed their own committees and subcommittees to develop and implement the policy no later than January 1, 2014. Subcommittees varied at each campus, but included key areas such as Cessation, Communications, Education/Training, Enforcement, and Student Engagement. UCOP provided guidance and expertise through the Center of Excellence. The systemwide Task Force met via phone on a monthly basis to share best practices, leverage resources, and discuss challenges.

THE SYSTEMWIDE POLICY

In January 2014, UC implemented a systemwide smoke and tobacco-free (S/TF) policy for all UC campuses, labs and medical centers to improve the health and safety of all students, staff, faculty, patients and visitors. The policy prohibits the use of cigarettes, e-cigarettes, cigars, snuff, snus, water pipes, pipes, hookahs, chew, and other non-combustible tobacco products.

The policy: (1) defines "smoke-free" beyond cigarette smoking to include the use of smokeless tobacco products and unregulated nicotine devices (e.g., e-cigarettes) in all indoor and outdoor spaces; (2) applies to all UC owned or leased property, including parking lots, sidewalks, and residential spaces; (3) prohibits advertising and sales of tobacco products; (4) has relied on education and smoking cessation outreach as the primary enforcement strategy.

The UC Smoke/Tobacco-Free Policy is a systemwide Presidential policy approved by the President and recommended by the Policy Steering Committee. The systemwide policy provide the minimum requirements that need to be included in all local policies, however, UC locations can implement more restrictive policies with Administration approval.

POLICY IMPLEMENTATION

The following is a general outline of both the systemwide and local tobacco policy implementation at UC campus locations and medical centers along with descriptions of key priority areas. Chancellors at each campus charged a Steering Committee led by a chair or co-chairs to develop the policy and implementation plan.

The **Steering Committee** was charged with:

- Responsibility and authority for coordinating implementation of the local Smoke/Tobacco-Free Policy.
- Oversight of the implementation plan and the subcommittees.
- Identification and procurement of funding as well as management of funding for the implementation plan (communications, signage, cessation programs/ resources, training, and ongoing costs).

Subcommittees were created, and each was tasked with identifying a lead as well as the group's members. Subcommittees created an implementation plan that was shared with the Steering Committee. Each subcommittee lead was responsible for communicating updates/progress/challenges at Steering Committee meetings. An effort was made to ensure subcommittees included non-smokers, ex-smokers, and current tobacco users as well as stakeholders in various relevant area such as grounds keeping, police/security, patient relations, wellness, EH&S, etc.

The subcommittees were charged to:

- Engage the University community in dialogues regarding smoke/tobacco-free implementation.
- Develop the implementation plan on the focus area of the subcommittee and make recommendations to the Steering Committee.

Priority areas for subcommittees related to policy implementation were identified as follows:

- Cessation Support Services
- Communications/Marketing
- Education/Training
- Enforcement/Compliance
- Environment
- Policy Management, Assessment, and Evaluation

In June 2018, the systemwide policy was updated and strengthened to align with the Americans for Non-Smokers' Rights model policy and criteria: including incorporation of marijuana into policy language, inclusion of electronic nicotine delivery systems, and removal of exemptions other than for research

in addition to traditional ceremonial activities of recognized cultural and/or religious groups (upon written request and approval)
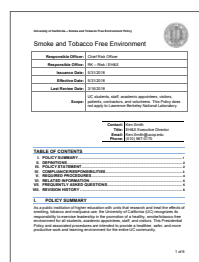
For a copy of the UC systemwide policy and links to each UC location policy, see pages 53-58.

SUMMARY OF PRIORITY AREAS (SUBCOMMITTEES)
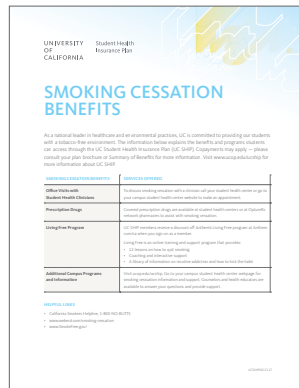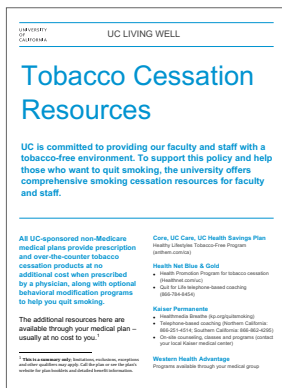
Cessation Support Services

Create a Comprehensive Cessation Benefit
Removing cost barriers by providing full coverage (100 percent) for tobacco cessation medications and counseling increases utilization as well as long-term quitting success. The most effective tobacco cessation benefits cover proven treatment options with no out-of-pocket expense.

UC health plans provide comprehensive cessation services for faculty and staff. All UC-sponsored non-Medicare medical plans provide prescription and over-the-counter tobacco cessation products at no additional cost when prescribed by a physician, along with optional behavioral modification programs to help employees quit smoking.

UC students have access to cessation services through the UC Student Health Insurance Plan (SHIP), which includes physician visits at the campus Student Health Centers, prescription and over the counter (OTC) medications, and behavior modification programs to help students quit.

In addition, several UC campuses and health systems offer free in-person 1:1 and group cessation counseling, free Nicotine Replacement Therapy (NRT), and referrals to the California Smokers' Helpline (1-800-NO-BUTTS) operated by UC San Diego and available to all Californians.

For a list of cessation support services available through the UC medical plans and UC SHIP, .

Lesson Learned

It is important to provide and communicate about a variety of cessation support services (on campus, off campus, in-person, phone/online, etc.) prior to policy implementation so that the campus community has time to prepare. In addition, cessation support services should be continuously promoted and easily accessible for when tobacco users are ready to quit.

Communications

Communication is critical to the effective transition and on-going sustainability of a smoke/tobacco-free campus. Each UC campus developed plans for communicating the policy with all students, faculty, staff, and visitors prior to the implementation of the policy. Communication plans included the initial announcement of the policy along with extensive communications occurring from the time the policy announcement was made by UCOP to the effective date and beyond. All policy communications were positive, respectful, and tied to tobacco cessation resources, with an emphasis placed on UC's commitment to health and safety.

Examples of ways the policy is communicated:

- Policy language is included in prospective student/staff/faculty materials, websites, orientation, employment materials, visitor information, etc.

- Signage is located throughout campus to communicate that all University facilities, buildings, and grounds are smoke/tobacco-free.

- Policy is promoted through flyers, posters, banners, stickers, postcards, door signs, etc.

- Policy language is inserted into all agreements and contracts.

- A systemwide smoke/tobacco-free website is used to communicate the policy along with associated resources and announcements. Each location also has their own smoke/tobacco-free website.

Communications were developed to inform adjacent businesses, neighbors, and the community about the smoke/tobacco-free policy. Communicating with members of the surrounding community is key to minimizing the impact the policy may have outside campus boundaries. This is because many tobacco users leave campus to smoke on outside property potentially creating additional noise, litter, and traffic.

For a comprehensive list of places to promote the policy, .

Lesson Learned

Communicate early and often about the policy. Communications should continue to be geared towards specific audiences with investments made in temporary and permanent signage. A compelling image and branding increases visibility for the policy.

Education and Training

Education and Training is critical to informing the campus community about the policy, enforcement process, and cessation services.

Trainings can be provided for:

- Educating the campus community about the smoke/tobacco-free policy and cessation resources.

- Encouraging managers and supervisors about the policy, including communication, enforcement, cessation, and addressing policy violators.

- Encouraging students to communicate the policy to peers.

- Educating employees about the dangers of secondhand and third hand smoke.

UC created the "AIR" approach used for training the campus community on how to Approach, Inform, and Refer policy violators to cessation services. In addition, a series of videos were developed to provide real life scenarios and examples of ways to approach individuals violating the smoke/tobacco-free policy.

For examples of training materials, please see pages 22-44.

Lesson Learned
For accountability, incorporate the Smoke/Tobacco-Free Policy into existing employee, manager, and supervisor trainings. Offer trainings online and in-person.

Enforcement and Compliance

The University of California Office of the President recommends that campuses use an educational approach to enforce the smoke/tobacco-free policy. The educational method of enforcement includes awareness materials, cards for distribution that include information on the smoke/tobacco-free policy and cessation resources, scripts for talking to a smoker, talking points for managers/supervisors, training, and support tools.

All members of the UC Community are expected to adhere to the policy and to the required procedures described in the local campus policy. UC's primary enforcement strategy is through education and awareness. Various strategies have been developed and implemented at UC locations and highlighted on *pages 8-12* in this guide.

Noncompliance with the policy is handled in accordance with Personnel Policies for Staff Members pertaining to disciplinary actions. It is also handled with the Academic Personnel Manual concerning the Faculty Code of Conduct and administration of discipline and University location-specific policies for students through Student Conduct office.

Through the authority provided in California Government Code 7597.1, the governing body of the University of California has the authority to establish policy for smoking and tobacco use as well as set enforcement standards at local campuses. Each campus has the authority to establish fines for violations of this policy, but such fines must not exceed $100.00 per violation. To date, no UC campus is enforcing with citations and using the educational approach for enforcement.

For UC specific enforcement and compliance strategies, see pages 53-58.

Lessons Learned
Consider multiple methods of compliance and enforcement as there is no single solution. Social norm change takes time (and patience) to keep at it and learn from what other organizations are doing!

Environment

All UC owned and leased facilities, buildings, grounds, and athletic properties, are smoke/tobacco-free. In order to ensure a smoke/tobacco-free environment, UC locations created temporary and permanent signage located on buildings, doors, windows, A-frame/wind stands, etc.

All ashcans/ash trays were removed prior to the effective

date of the policy. Some campuses repurposed ashcans and used them for artwork.

To view images of UC location signage, .

> **Lessons Learned**
> Even though there will be an increase in litter, removing ashcans sends the message that tobacco use is not allowed. Prepare for signs to be stolen, damaged, and worn out. Make sure to allow for extra signs and sign holders in your budget.

Local Policy

A UC systemwide policy was created as a framework for each campus and health system. Local policies and procedures can be more stringent than systemwide policy, which serves as a minimum requirement. The UC Systemwide Task Force utilized several methods for assessing the impact of the policy and its implementation. Data was collected through survey, tobacco waste/litter (i.e. butt counts), data reports, etc. to provide quality improvement and identify key areas of focus for post implementation. A number of issues are documented including: policy non-compliance; smoking debris; environmental impact; attitude shifts; implementation problems; geographic challenges; costs of implementation; efficacy of conflict resolution. All UC locations ensured the workforce had an opportunity to review and understand the recommended policy before implementation. These locations also confirmed that the workforce followed local procedures for policy review and comments.

For a copy of the UC systemwide policy, and links to each UC location policy, .

A great benefit of working within a large university system is the ability to network and share strategies and resources. Within the UC System there were several common steps that campuses took towards successful policy implementation.

10 Key Steps for UC Smoke/Tobacco-Free Policy Implementation

1. Identify and form a Steering Committee responsible for policy development and implementation. Include representation from management, service workers, faculty, students, former smokers, and non-smokers.
2. Utilize existing campus data to understand the issue of smoking and exposure to secondhand smoke on campus. Obtain survey data regarding use of all forms of tobacco and nicotine by students, faculty, and staff to establish a baseline for the campus.
3. Develop an implementation and budget plan before reviewing them with management.
4. Develop the policy and associated procedures prior to allowing the campus the opportunity to comment on the policy.
5. Implement any necessary environmental changes. Remove ashtrays from company premises and post "tobacco-free" signage.
6. Assess what current cessation services are offered on campus and in the nearby community as well as provide multiple methods for support.
7. Provide trainings and educational sessions about tobacco use, how to approach policy violators, cessation support services available, etc.
8. Assess and utilize all communication channels to promote the policy.
9. Explore methods to enforce the policy through education, awareness, and active/punitive methods.
10. Evaluate the outcomes of the policy. Develop and/or utilize measurement or assessment tools to monitor progress towards policy implementation. Track and report results, best practices, and lessons learned.
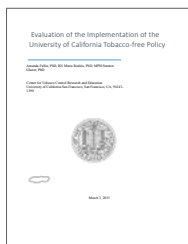
UC Smoke/Tobacco-Free Policy Implementation Evaluation - For details about UC's policy implementation and evaluation, see "Evaluation of the Implementation of the University of California's Tobacco-Free Policy" by Amanda Fallin, Maria Roditis, and Stan Glantz from March 2015. The Executive Summary is on *page 59*.

COMPLIANCE

Since the successful implementation of the policy in January 2014, UC continues to explore various compliance and enforcement strategies that combine education and active enforcement through existing personnel procedures. Unfortunately, even with stronger smoke/tobacco-free policies, secondhand smoke may drift into buildings, cigarette litter may be a persistent problem on campus, and compliance with policies may be minimal.

California Government Code 7597.1 gives the governing body of the University of California the authority to establish policies for smoking and tobacco use and set enforcement standards at local campuses. Each campus has the authority to establish fines for violations of this policy, but such fines must not exceed $100.00 per violation. To date, none of the UC campuses or health system locations are issuing fines due to limitations specific to how this code is written as well as limited resources and support. Therefore, UC's are pursuing various educational and active enforcement approaches.

In order to track implementation and compliance activities at all UC campuses and sites, the Center of Excellence for Wellness and Health Promotion developed a Smoke and Tobacco-Free Dashboard modeled after a dashboard created by the University of Texas system. This UC Smoke/Tobacco-Free dashboard was created in

February 2017 to showcase UC's policy experience related to promotion, cessation, education and compliance. It was also created to be used as a benchmark and measurement tool. The dashboard is a guide for action planning at each UC location and will be updated on an annual basis to track progress. *See pages 62-67 for full Dashboard*.

In 2017, UC systemwide task force members began working with the California Youth Advocacy Network (CYAN) to strengthen policy compliance efforts on all 15 sites within the system (10 educational campuses, five medical campuses). CYAN is a non-profit organization funded by the California Tobacco Control Program to support colleges and universities with the adoption, implementation, and enforcement of smoke/tobacco-free policies. Collectively, CYAN and UC campuses identified four strategies for strengthening compliance. These strategies include: Ambassador Program, Signage, Online Compliance Training, and Policy Promotion and Integration. Each of these strategies utilize lessons learned from past policy compliance activities implemented at UC campuses. During the 2017-2018 academic year, each UC campus began using or expanding existing compliance activities to further identify which intervention works best for reducing tobacco use on campus. Results of these activities will be available in June 2019.

Post-policy compliance activities UC campuses have been using since policy implementation in 2014 include the following:

- Continued educational activities such as distribution of reminder cards, campus events, and social media.

- Environmental scans to assess policy compliance through the cigarette butt litter, signage, and smokers in "hot spots".

- Promotion of campus and community cessation resources for students, faculty, and staff.

- Campus-wide surveys to determine the effectiveness and impact of policy.

To date, the following compliance/enforcement strategies have been implemented at one or more UC locations:

- Policy Ambassador Program
- Permanent Signage
- Temporary (hot spot) mobile signage
- Training on Approaching Smokers
- Hot Spot Tracking/Mapping
- Online Reporting System/tool
- Violation Letters
- Referral to violator's training (online tool supported by California Youth Advocacy Network (CYAN))
- Security Guard patrols
- Warning issued by campus personnel
- Formal referral process for students violators
- Formal referral process for staff violators
- Formal referral process for faculty violators
- Fine for Littering (tobacco waste)

EXAMPLE OF COMPLIANCE AND ENFORCEMENT STRATEGIES AT EACH UC LOCATION

UC Berkeley

UC Berkeley identifies **hot spots via observational data**. (I.e. encourage reporting of when and where smoking is observed; data collected from email reports; and checking with building coordinator networks). UC Berkeley works with building coordinators or other responsible parties to upgrade signage and encourage bystander behavior at these locations. Small cards are promoted and distributed for bystander interactions.

For more information, contact Cathy Kodama, Health Promotion Director, at ckodama@berkeley.edu.

UC Davis

UC Davis developed a **Smoke and Tobacco-Free Student Ambassador program**. An Ambassador's primary function is to encourage an environment of compliance for the UC Davis Smoke and Tobacco Free Policy through ongoing peer-to-peer interaction. Ambassadors attend weekly trainings/meetings and conduct~3 hours of campus "rounds" in which they walk around camps in pairs or groups of 3 targeting smoking "hot spots." Ambassadors are thoroughly trained on a number of different topics including, the history of the policy and tobacco control, emerging products in the tobacco industry, the health and environmental effects of smoking and tobacco use, as well as motivational interviewing techniques.

Ambassadors must develop a thorough understanding of the UC Davis Smoke and Tobacco Free policy as well as the array of cessation resources available for students, faculty and staff and where to find them. One of the most important roles the Ambassadors have is approaching individuals who are using tobacco on campus. Ambassadors are trained to use scripting, a firm, polite, and compassionate approach. Data collected include:

- Number of smokers seen on campus "rounds"
- Number of smokers approached, classified as:
  - Negative interaction
  - Positive interaction
  - Neutral interaction

- Environmental Scans

For more information, contact Keavagh Clift, Special Services Program Manager, at kclift@ucdavis.edu.

UC Davis Health

UC Davis Health **security officers** often times approach smokers. If a staff member (who is in scrubs usually) is found smoking, they are required to show a badge upon request. The officer can submit the name to HR issuing a letter for their file and supervisor. The letter tells the violator how to get smoking cessation at UCD Health and potentially can get time off from work to attend classes with supervisor permission.

For more information, contact Elisa Tong, Associate Professor of Medicine, at ektong@ucdavis.edu.

UC Irvine

UCI uses a combination of "**2-3 Student Ambassadors**," and a staff member to talk directly with people on campus during walk-a-bouts that are during other work needed by Fire Safety. Campus constituents are expected to address smokers directly as the UCI Policy articulates. EH&S Fire Safety collects limited data about how many smokers are observed and contacted. UCI staff serving on the Smoke/Tobacco-Free Policy Committee observes / contacts smokers for one hour per day on average and keeps a spreadsheet with monthly counts.

UCI also uses give away items sparingly such as: Water Bottles, Cinch Sacks, Zipper Pulls, and Smoke and Tobacco Free T-Shirts. They have had limited success with putting small 3 inch by 5 inch Smoke and Tobacco Free decals on the rear of state vehicles as well.

Signage is a challenge. UCI currently uses **portable "yard sale" style signs** that are put up at entrances to the university and in "Hot Spot" areas. Currently over 160 are maintained. These are mutilated in many ways and even the landscape crews discard them. Permanent signs are a challenge on the UCI campus to get through visual approval committees, funding, etc.

For more information, contact Joseph A Rizkallah, Assistant Director EH&S and Risk Services, at jar@uci.edu or Alan Sahussanun, Environmental Health Specialist, Environmental Health & Safety and Risk Services, at asahussa@uci.edu.

UCLA

UCLA Smoke/Tobacco-Free Policy compliance is based on the Code of Conduct – if a staff, a faculty, or a student is identified violating the UCLA Smoke and Tobacco Free Policy, UCLA Policy 810, they can be subject to disciplinary consequence and will be recorded to their personnel or student file.

UCLA is working on additional measures that would implement the $100 fine as specified in California Government Code 7597.1 for smoking and/or using tobacco on campus property, but accompanied by an online citation diversion program so that an individual cited for violation has the option to clear the citation by participating in an on-line tobacco education program and submit a certificate of completion.

For more information, contact Dr. Michael Ong, Professor in Residence of Medicine at UCLA, at michael.ong@ucla.edu.

UC Merced
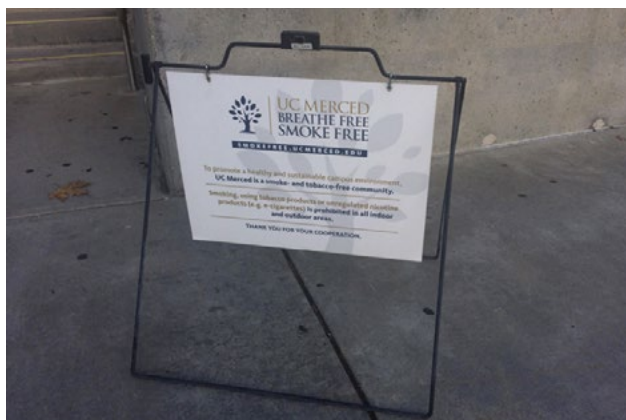
Currently UC Merced is utilizing **signage** to promote the Smoke and Tobacco Free Policy. Temporary signage is placed at some major entry points to campus (bus stop, Visitor's Center), highly trafficked areas (gym, library), and areas where the policy is most frequently violated.

For more information, contact Kristin Hlubik, Health Promotion Specialist, at khlubik@ucmerced.edu.

UC Riverside

UCR's "AIR" Approach (Tips for Talking to Tobacco Users) was created to improve confidence and skill in approaching an individual smoking on campus. UCR developed and disseminated "AIR" (Approach, Inform, and Refer) to campus community members, a training which included tips for talking with on campus smokers and tobacco users. The training included scripts and videos demonstrating various scenarios including a student employee or faculty member talking to another campus community member who is smoking on campus, a student employee or faculty member explaining the policy to vendors coming to campus, and a supervisor explaining the policy to an employee. The AIR training can be conducted in-person or available online through the UC Learning Management System.

A key informant described, "So you approach someone if you feel comfortable, if you feel safe, and then you inform them of-of the school's policy, and then you refer them to resources, for cessation resources or even information about the policy that they can -- they can follow up with, and again, it's obviously on a volunteer kind of basis or but, if you wanted to-to speak to someone about smoking on campus you could use -- that's kind of the approach that they're advocating."

Included with the AIR training are suggested scripts and Manager and Supervisor Talking Points. *See pages 43-44 for more information.*

For more information, contact Julie Chobdee, MPH, Wellness Program Coordinator at Julie.Chobdee@ucr.edu.

UC San Diego

Pictures from several hot spot locations

Due to the numerous complaints about tobacco use litter and smoking on campus received via the smokefree.ucsd.edu website, Health Promotion Services decided to do an **environmental scan** on the most commonly reported areas also known as "hot spots". During Spring Quarter of 2017, the peer health educators from the HPS department and Student Health Advocates (SHAs) volunteered to scan the hot spot locations. They were trained to observe and record the following: campus policy signage, other smoking or tobacco related signage, tobacco use litter, receptacles, and other evidence of active as well as recent smoking. Questions on the environmental scan were adapted from the State of Oregon Health Division Health Promotion and Chronic Disease Prevention Program. SHAs went to 10 designated hot spots throughout the week at different times of the day.

By documenting non-compliance, it was hoped that more could be done to move the campus to adapting enforcement strategies.

2 out of the 10 hot spot locations had visible signs that state the campus smoking policy. Two permanent signs were defaced. Nine out of the 10 hot spot locations had visible tobacco use litter (e.g. cigarette butts, empty cigarette packs). One location still had a cigarette butt receptacle. SHAs observed people smoking in 4 of the locations. SHAs returned to some of the locations more than once at different times of the day on different days to see if there were more "popular" days/times that people smoked in those areas. On one of those days, an SHA observed 13 people smoking at one time in a single hot spot. On a different day in the same location, the SHA observed 9 people smoking. In another popular smoking area, individuals set up a "smoking lounge" with chairs in a circle. A minimum of 48 people were observed smoking during the times SHAs scanned all hot spot locations.

Next Steps:

- HPS has placed more signs at some of these locations. How do we prevent or strongly discourage the removal and defacement of temporary signs?
- Investigating use of new permanent signs and mirrors to post in areas to serve as a deterrent to smokers (mirrors can be used to help identify those smoking in areas not necessarily visible otherwise).
- Possibly work with Human Resources to address staff/faculty non-compliance and documentation in personnel files.
- Encourage smokers who wish to continue to smoke, to do so off campus.

For more information, contact Lupe Samaniego-Kraus, MPH, Health Educator, at lsamanie@ucsd.edu.

UC San Francisco

At UCSF's two main locations (Parnassus and Mission Bay), **security guards complete dedicated tobacco rounds**. During these rounds, they educate smokers about UCSF's policies, hand out resource cards, and request that smokers comply with the tobacco/smoke free policies.

The tobacco rounds are scheduled to be "4 weeks on, 4 weeks off," and the guards stagger the times and routes.

They focus on known hot spots, high traffic areas, and areas where neighbors have complained. Security guards complete logs with the location, time, and smokers seen during their rounds. They also note the affiliation of the smoker if it is apparent (staff, student, visitor, etc.).

The Smoke/Tobacco Free Task Chair, in collaboration with Community Relations and Security, uses this data to make adjustments to the routes and frequency of rounds.

For more information, contact Laura Ishkanian, Wellness Program Manager and UCSF Smoke/Tobacco Free Chair, at Laura.ishkanian@ucsf.edu.

UC Santa Barbara

UCSB's compliance and enforcement strategies include a combination of the following:

- **Temporary "hot-spot" signage** displayed at various "hot-spots" on campus. Approximately 4 "hot-spots" tend to stay consistent, while others vary/shift within 25-50 ft. of each other, and on occasion a new one will appear.
- Have collected data over the span of 2 years using an anonymous on-line data collection tool.

UCSB recently installed **fencing around the most heavily populated "hot spot"** with preliminary and post-surveys (in-progress) in collaboration with Healthy Campus Network grant.

For more information, contact Michael Takahara, Health and Wellness Educator, at michael.takahara@sa.ucsb.edu.

UCSC

UCSC's **Smoke & Tobacco-Free Student Ambassadors** varies between a staff of 3 – 6 annually. The Student Ambassadors provide educational information to smokers that are encountered regarding the smoke & tobacco-free campus as it relates to the campus policy and smoking cessation resources. Additionally, the campus' Community Safety Officers (CSOs) also assist with the Smoke & Tobacco-Free Policy compliance process when they encounter smokers during the course of their evening shift. This information is captured via UCSC's online non-compliance report. Signage is placed throughout the campus including known hot spots. Permanent signage is also placed at targeted vent areas on campus buildings. Signage consists of A-frames that are secured via chain and lock on permanent structures as well as small signs that are staked to the ground. Collaborative communication with college RA's also assists with the students that are encountered smoking and then it is addressed via the student conduct process. UCSC maintains a list of observed and approached smokers and non-compliance reports that are submitted via the online reporting process.

For more information, contact Cindy Delgado, Assistant Director, Workers' Compensation, at cadelgad@ucsc.edu.

SUMMARY

The University of California's Smoke/Tobacco-Free initiative's goal is to expand, strengthen, and sustain the UC Smoke and Tobacco-Free Policy by utilizing existing tobacco control knowledge as well as resources and best practices within UC. This is in addition to exploring partnerships outside of UC to further UC's missions of teaching, research, and service. We hope that this toolkit will be helpful for many college and university campuses looking to implement a smoke/tobacco-free policy, or enhance an existing one. As we continue to work on policy issues and best practices for implementing, sustaining, and evaluating smoke/tobacco-free policies, we hope to share our work so that other institutions will learn and benefit from our experience. We also would love to have the opportunity to hear other organization's best practices and lessons learned.

Culture and social norm change doesn't happen overnight. Together, we can all work towards making every college campus smoke and tobacco-free!

Please contact Julie Chobdee, Wellness Program Coordinator, and UC's Smoke/Tobacco-Free Center of Excellence for any questions, comments, or suggestions. We look forward to hearing from you.

REFERENCES

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California Youth Advocacy Network (CYAN)

UC Office of the President

APPENDIX

- Cessation Flyers
  - o Faculty/Staff
  - o Students
- List of Policy Promotion locations
- Links to Campus Policies
- AIR training PPT
  - o Sample scripts
  - o Sample manager/supervisor talking point
- Understanding AB 795
- UC Signage images
- UC Systemwide policy and links to local policies
- UC S/TF Evaluation from UCSF – Executive Summary
- Dashboard
  - o Time 1
  - o Time 2

Tobacco Cessation Resources

UC is committed to providing our faculty and staff with a tobacco-free environment. To support this policy and help those who want to quit smoking, the university offers comprehensive smoking cessation resources for faculty and staff.

All UC-sponsored non-Medicare medical plans provide prescription and over-the-counter tobacco cessation products at no additional cost when prescribed by a physician, along with optional behavioral modification programs to help you quit smoking.

The additional resources here are available through your medical plan – usually at no cost to you.[1]

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[1] **This is a summary only**; limitations, exclusions, exceptions and other qualifiers may apply. Call the plan or see the plan's website for plan booklets and detailed benefit information.

Core, UC Care, UC Health Savings Plan
Healthy Lifestyles Tobacco-Free Program (anthem.com/ca)

Health Net Blue & Gold
- Health Promotion Program for tobacco cessation (Healthnet.com/uc)
- Quit for Life telephone-based coaching (866-784-8454)

Kaiser Permanente
- Healthmedia Breathe (kp.org/quitsmoking)
- Telephone-based coaching (Northern California: 866-251-4514; Southern California: 866-862-4295)
- On-site counseling, classes and programs (contact your local Kaiser medical center)

Western Health Advantage
Programs available through your medical group

SMOKING CESSATION BENEFITS

As a national leader in healthcare and environmental practices, UC is committed to providing our students with a tobacco-free environment. The information below explains the benefits and programs students can access through the UC Student Health Insurance Plan (UC SHIP). Copayments may apply — please consult your plan brochure or Summary of Benefits for more information. Visit www.ucop.edu/ucship for more information about UC SHIP.

SMOKING CESSATION BENEFITS	SERVICES OFFERED
Office Visits with Student Health Clinicians	To discuss smoking cessation with a clinician call your student health center or go to your campus student health center website to make an appointment.
Prescription Drugs	Covered prescription drugs are available at student health centers or at OptumRx network pharmacies to assist with smoking cessation.
Living Free Program	UC SHIP members receive a discount off Anthem's Living Free program at Anthem.com/ca when you sign on as a member. Living Free is an online training and support program that provides: • 12 lessons on how to quit smoking • Coaching and interactive support • A library of information on nicotine addiction and how to kick the habit
Additional Campus Programs and Information	Visit ucop.edu/ucship. Go to your campus student health center webpage for smoking cesssation information and support. Counselors and health educators are available to answer your questions and provide support.

HELPFUL LINKS

• California Smokers Helpline, 1-800-NO-BUTTS
• www.webmd.com/smoking-cessation
• www.SmokeFree.gov/
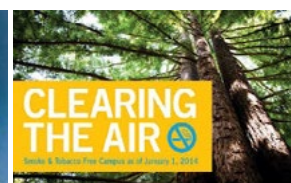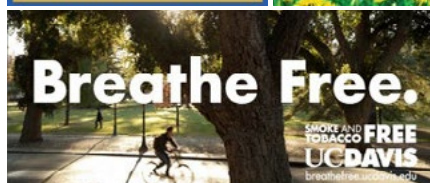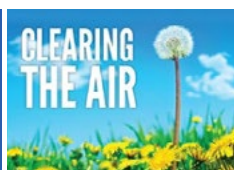
SMOKE/TOBACCO-FREE POLICY
Places to Promote the Policy

The following are key places to include the Smoke/Tobacco-Free policy language and available cessation resources:

Leadership/Administration
- Communications to campus from Chancellor or other leadership

Human Resources
- Job Descriptions or Jobs webpage
- Employment Application (add language to certification)
- Applicant touch points - phone screens, email services, recruitment brochures/job fair materials

Student - Admissions and Orientations
- Admissions website and materials (Grad/Undergrad)
- Student Orientation - freshman, graduate, transfer
- Student Guide/Handbooks - undergraduate, graduate, transfer
- Code of Conduct
- Student Health website and communications
- Student Academic Affairs website
- Campus Tours

Staff Orientations/Trainings
- New Staff Orientation
- Staff handbook
- Manager/Supervisor Trainings
- Post-Doc Office

Contracts/Agreements
- Contracts/agreements with vendors and contractors
- Housing contracts
- Conference center contracts

Faculty
- Academic Personnel office - Materials for Faculty
- New Faculty Orientation
- International Scholars Office

Other Places to Consider
- Computer log in screen at Libraries or other public portals
- Campus Tour scripts
- Athletic event tickets/flyers/Announcements
- Large Student event ticket/flyers
- Parent Orientation
- Wellness Program materials

- EH&S materials
- Occupational Health materials
- Town Halls
- Student Events
- Student Newspaper
- Posters within residence halls, dining halls, and employee break areas
- Alcohol/Tobacco/Drug education modules
- Ambassador Program
- Housing websites
- Alumni Center
- Associated Students/Student Government website or Social Media
- Campus Health Services
- Career Center
- Conference, Events and Catering Services
- Visitor Information and Maps
- Informational Student Center
- Libraries
- Parking garage tickets

SMOKE/TOBACCO-FREE LINKS

Campus

UC Berkeley
https://uhs.berkeley.edu/tobaccofree

UC Davis
http://breathefree.ucdavis.edu

UC Irvine
https://www.ehs.uci.edu/programs/smoke-free

UCLA
https://breathewell.healthy.ucla.edu

UC Merced
https://smokefree.ucmerced.edu

UC Riverside
http://tobaccofree.ucr.edu

UC San Diego
https://smokefree.ucsd.edu

UC Santa Barbara
http://tobaccofree.ucsb.edu

UC Santa Cruz
https://risk.ucsc.edu/employee-wellness/index.html

UC ANR
http://ucanr.edu/sites/tobaccofree

Berkeley Lab
https://ehs.lbl.gov

UC San Francisco
https://campuslifeservices.ucsf.edu/wellnesscommunity

UCOP
https://www.ucop.edu/risk-services/_files/UC-RK-13-0221_SmokeandTobaccoFreeEnvironment%20Issuance%20Ltr.pdf

Medical Centers

UC Davis Medical Center
http://www.ucdmc.ucdavis.edu/welcome/index.html

UC Irvine Medical Center
http://www.ucihealth.org

UC Los Angeles Medical Center
https://www.uclahealth.org

UC San Diego Medical Center
https://health.ucsd.edu/Pages/default.aspx

"AIR" Training:
Tips for Talking with On-Campus
Smokers and Tobacco Users

Presented by:

Training Agenda

> Introduction and Objectives
> UC Smoke/Tobacco-Free Policy
> Compliance
> "AIR" approach
> Talking Points for Supervisors and Managers
> Cessation Resources

1

Objectives

> Provide a basic understanding of the "AIR" approach

> Offer suggestions and tools on how to approach and communicate with a smoker

> Provide an opportunity for practicing these strategies

2

UC Smoke/Tobacco-free Charge

President Mark Yudof

January 9, 2012, 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-free environment on all of our campuses.

3

UC Smoke/Tobacco-free Charge

UCR Chancellor charge to the committee:

1. to craft a smoke/tobacco-free policy tailored to the needs of this campus

2. to implement the policy before January 2014 in a manner that in its enforcement is primarily educational, with an emphasis on identifying and providing cessation resources.

4

Smoke/Tobacco-Free Policy Prohibits

Smoking, the use of smokeless tobacco products, e-cigarettes, and unregulated nicotine products

All UC facilities, whether owned or leased (buildings, parking lots, etc.)

Sales and advertising of tobacco products

5

COMPLIANCE

Compliance is Everyone's Business

Compliance is Everyone's Business

› Adherence to the policy is everyone's responsibility:

  › Respectfully inform others about the policy

  › Politely ask violators to extinguish their cigarettes, etc. or discontinue their tobacco use.

  › Communicate the policy to visitors and event attendees who may be unaware of the policy.

7

Enforcement Standards

> Through the authority provided in California Government Code 7597.1, the governing bodies of the University of California have the authority, in establishing policy for smoking and tobacco use, to set enforcement standards at local campuses.

8

Violations

Violation of Policy by	Referred to
Faculty Member	Academic Senate
Staff Member	Unit Supervisor
Volunteers	Unit Supervisor
Student	Student Conduct and Academic Integrity Programs/Housing Judicial
Visitors	UCPD
Vendors/Contractors	Purchasing/Architects & Engineers/Physical Plant

9

COMPLIANCE AND SOCIAL INFLUENCE

The Art of Persuasion

Scripting for Compliance

> Scripting will ensure the same message is being used with faculty, staff, students and visitors.

> Scripting will ensure that the message is firm, polite, consistent and compassionate.

11

"AIR" APPROACH

Approach ~ Inform ~ Refer

Using Social Influence

> Build rapport
>> Make a good first impression

> Social Proof
>> Everybody's doing it! (over 1,200 smoke/tobacco-free universities and colleges in the US).
>> Can they support our efforts and communicate to other smokers?

> Reciprocity
>> How can you help them?
>>> Cessation info., answer questions, address concerns
>> How can they help you?
>>> Be compliant with policy

13

A – Approach the Person

› Posture
  › Open, relaxed, arms at sides
› Demeanor
  › Smile
  › Be polite and respectful
› Assume most people are not violating the policy consciously, they are unaware of the policy
› Remember that the encounter should be supportive, not punitive.

14

A – Approach the Person

› Tips for approaching
› Calmly approach the person in a friendly, non-confrontational manner
› Be polite and respectful (please, thank you)
› Be empathetic.
  › The three to five minutes you spend with a person struggling with their need for tobacco could help their craving dissipate.

15

A – Approach the Person

› Acknowledge the smoker's feelings

  › "I understand that this may be difficult for you" or "It sounds like this policy makes you feel angry/frustrated/annoyed."

› Use common sense and adjust your approach, if necessary.

16

I – Inform Them of the Policy

› Share information about the policy in a non-judgmental way.

› Highlight that UC is now smoke and tobacco-free at all 10 campuses and 5 medical centers

  › Smoking and all tobacco products are prohibited on UC property.

17

I – Inform Them of the Policy

› Share that UC implemented this policy because we are committed to providing a healthy, safe, and productive work and learning environment for the entire campus community.

› Over 1,200 smoke/tobacco-free universities and colleges in the US

› Ask them to politely to comply.

18

R – Refer Them to Available Resources

› Our UC website – uctobaccofree.com
  › Campus specific as well as state and national resources.

› 1-800-NO-BUTTS - California Smokers' Helpline

› Hand the person the AIR card or other resources on hand.

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Example Dialogue

> "Hello, (name, if you know them). I want to make you aware that we are now a smoke and tobacco-free campus, meaning that smoking and all tobacco products are prohibited on all UC property. We would appreciate it if you would not smoke or use tobacco products on our property.

> If you are interested, there are many resources to help you quit. You can visit our website at uctobaccofree.com or call 1-800-NO-BUTTS.

> Thank you for respecting our new policy.

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Example (continued)

> If the person asks for an explanation or justification:

> "UC implemented this policy because we are committed to providing a healthy, safe, and productive work and learning environment for the entire campus community. Thank you for helping us keep our campus smoke and tobacco-free."

21

Follow-Up Question

› If the person asks, "Where can I go to smoke/use tobacco?"

› Respond with "Since we are trying to create a healthy environment for everyone, we do not provide a place for people to smoke/use tobacco. You may want to leave campus for a little while to give yourself the opportunity to smoke/use tobacco."

22

Respect Your Surroundings

› Follow the "Good Neighbor Policy"
  › When smoking outside of campus please be respectful of the surrounding neighborhood.
  › Please do not litter or disrupt the community.
  › Please do not congregate near entrances/windows

› "For those sidewalks adjacent to streets not controlled by the university, we ask that you respect the pedestrians and our efforts to provide a healthier environment."

23

Role Play

> Ask for 2 volunteers
> > Smoker
> > Approacher
> Role Play
> Group Feedback

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SUPERVISORS/MANAGERS
Responsibilities

Supervisors/Managers

› **How should I approach someone who is smoking or using tobacco products on campus?**

  › As a supervisor, it is your responsibility to discuss the policy with your employees and remind them if they violate the policy it would be handled like any other campus policy violation.

  › Managers should address problems on a case-by-case basis.

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Supervisor Talking Points

› As a supervisor, you may encounter faculty, student employees and staff who violate the new Smoke/Tobacco-Free policy because they are not aware of the change, or are not willing to comply with it.

› What Can You Do?

27

Start the Conversation

> Briefly state what you want to discuss.

> Open your conversation with non-accusatory, neutral phrases.

"I'd like to talk to you about the Smoke/Tobacco Free policy on campus and what we can do to ensure that everyone follows it."

28

Describe the Situation

> Describe specifically what you observed.

> If your employee was reported by someone else, be specific and objective about what was reported.

> Avoid shaming the individual.

> Focus on the behavior.

> Be brief and to the point.

"Yesterday you were seen smoking behind the building."

29

Impact of Action

> State the impact of the action.
> Focus on a common goal or purpose, and state the consequences.

> *"It's important that we respect our campus policies. I realize that this is a change in policy, but we have always had policies regulating smoking on campus."*

30

Ask for Response and Summarize

> Ask them to respond.
> Summarize their key points

- *"It sounds like this is a frustrating time for you."*
- *"It sounds like you are angry about the new policy and don't agree with it."*
- *"It sounds like you don't think that the new policy is fair."*

31

Find Solutions

> Focus the discussion on solutions.
> Ask for their input on ways they can comply with the policy.
> Offer empathy, but focus on solutions.
> Offer support and resources if appropriate.

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Find Solutions

> *"The policy doesn't say you can't smoke or use tobacco products, it just prohibits doing so on UC property.*
> *So, let's talk about what you'll do the next time you feel the need to smoke during working hours. What ideas do you have on how you can manage the situation?*
> *What can I do to help/support you? I know this is tough and I'm here to help."*

33

Follow-Up and Support

> Follow-up with the employee.

> Focus on offering your support.

> If employee is receptive to cessation:

"Let's meet again in two weeks to discuss how you're doing. It's important that you not smoke or use tobacco products on University property. Please let me know anytime between now and when we meet if you're having difficulties. Thank you for being supportive of this policy and I hope we can help you kick the habit too!"

34

Follow-Up and Support

> Follow-up with the employee.

> Focus on offering your support.

> If employee is not interested in quitting:

"I understand you are not thinking about quitting at this time. If and when you are ready to quit, the campus has provided a variety of cessation resources to help. You could even consider getting the nicotine gum or patch through your health plan or personal physician. This might at least help you manage your cravings throughout the day. However, it's important that you understand that continued failure to comply with the policy is not acceptable.

35

Summary of Supervisor Talking Tips

> If an employee violates the tobacco policy, use the following strategies to address the problem.

> Meet in a private place to discuss/address the issue.

> Let the employee tell his/her side of story.

> Be respectful. This change can be difficult for tobacco users.

> Clearly state that tobacco use on University property is prohibited.

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Summary of Supervisor Talking Tips *(continued)*

> Help the employee develop an acceptable plan that doesn't violate policy. If the employee wants to quit, make sure to tell the employee about all available resources.

> Summarize the meeting and expectations moving forward.

> Schedule a follow-up meeting to determine if the agreed-upon plan is working. If is isn't, discuss alternative strategies.

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When to Contact Labor Relations

> If you need additional assistance or guidance related to:
>> Non-Compliance
>> Chronic Violators

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Supervisors/Managers and the General Community

> For others you encounter, you can remind the individual in a friendly, respectful manner that UC does not permit smoking or tobacco use on campus.

> Information cards will be available to hand out.

> Not everyone will feel comfortable approaching smokers, but all employees are expected to support compliance.

39

RESOURCES

California Smokers' Helpline
1-800-NO-BUTTS

California
Smokers'
Helpline
1-800-NO-BUTTS

Free
- Telephone counseling
- Self-help materials
- Referrals to local resources

Services
- Available in 6 languages (English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese)
- Special services to teens, pregnant women, and tobacco chewers

Phone Line
- 1-800-NO-BUTTS
- Monday through Friday from 7 am to 9 pm, and Saturday from 9 am to 1 pm. Voicemail and recorded messages are available 24 hours a day.

Smoke & Tobacco-Free Suggested Scripts

Tips for Using Scripts

These scripts are intended to help the UC community members become more comfortable discussing the tobacco-free environment policy with other staff, students, faculty, and visitors in a respectful and supportive manner.

- Be empathetic. The three to five minutes you spend with a person struggling with their need for tobacco could help their craving dissipate.
- Use common sense in every situation.
- Remember that the encounter should be supportive, not punitive.
- Share information about the campus policy in a non-judgmental way.

Script #1
- **Situation**: You see a person using tobacco products on UC property
- **Response**: "Hello, my name is _____, and I am an (employee, student, faculty member) here at _____.
- I want to make you aware that we are a smoke and tobacco-free campus, meaning that smoking and all tobacco products are prohibited on our grounds. UC implemented this policy because we are committed to providing a healthy, safe, and productive work and learning environment for the entire campus community. We would appreciate it if you would not smoke or use tobacco products while visiting our campus. Thank you for helping us keep our campus smoke and tobacco-free."

Script #2
- **Question**: "Where am I allowed to smoke?"
- **Response**: "Smoking and the use of other tobacco products are not allowed on any UC property. If you wish to smoke, you will need to leave campus property to do so."

Script #3
- **Question**: "Am I allowed to smoke in my car?"
- **Response**: "We ask that you respect our policy and not smoke or use tobacco products while your vehicle is on UC property."

Script #4
- **For Vendors, Contractors, and Visitors:** "I'd like to let you know in advance that UC, _____ is a Smoke/Tobacco-Free environment since January 2, 2014. Smoking or use of tobacco products will not be permitted on any University property, grounds, or in the parking areas. Thank you for respecting our policy."

Smoke & Tobacco-Free Supervisor Talking Points

As a supervisor, you may encounter faculty, student employees and staff who violate the Smoke/Tobacco-Free policy because they are not aware of it, or are not willing to comply with it. As a system-wide policy, it applies to all members of the University community. Below are suggestions you can use when you need to have a conversation with someone about their compliance with the policy.

1. **Briefly state what you want to discuss. Open your conversation with non-accusatory, neutral phrases.**
   - *I'd like to talk to you about the Smoke/Tobacco Free policy on campus and what we can do to ensure that everyone follows it.*

2. **Describe specifically what you observed. If your employee was reported by someone else, be specific and objective about what was reported. Avoid attacking the individual. Focus on the behavior. Be brief and to the point.**
   - *Yesterday you were seen smoking behind the building.*

3. **State the impact of the action. Focus on a common goal or purpose, and state the consequences. Again, focus on the behavior, not the person.**
   - *It's important that we respect our campus policies. I realize that this may be hard, but we have always had policies regulating smoking on campus and we must work together to ensure we can all comply with the policy.*

4. **Ask them to respond. Summarize their key points. Remember, acknowledging their frustration, anger, etc. does not indicate agreement, but that you are trying to understand their point of view. It offers support, but does not indicate that you agree with them or with their actions.**
   - *It sounds like this is a frustrating time for you.*
   - *It sounds like you are angry about the policy and don't agree with it.*
   - *It sounds like you don't think that the policy is fair.*

5. **Focus the discussion on solutions. Ask for their input on ways they can comply with the policy. Offer empathy, but focus on solutions. Offer support and resources if appropriate.**
   - *Let's talk about what you'll do the next time you feel the need to smoke during working hours. What ideas do you have on how you can manage the situation? What can I do to help/support you?*

6. **Follow-up with the employee. Focus on offering your support.**
   - *Let's meet again in two weeks to discuss how you're doing. It's important to me that you succeed in this plan, so please let me know anytime between now and when we meet if you're having difficulties.*

This guide is not intended to address all situations. If you need additional assistance in addressing noncompliance with the policy please feel free to contact the Labor Relations office.

Understanding AB 795

Using Citations and Fines to Enforce Smokefree Campus Policies in California's Public Colleges and Universities

This fact sheet explains how public colleges and universities in California can use citations and fines as a tool to enforce smokefree/tobacco-free policies, in order to better protect and promote the health of their students, staff, and visitors.

The health risks associated with smoking and tobacco use are well known. Tobacco-related disease is the leading cause of preventable death in the United States, accounting for an estimated 443,000 deaths every year, due to heart disease, cancer, stroke, emphysema, and other respiratory diseases.[1,2] Secondhand smoke is also a leading cause of death, with the U.S. Centers for Disease Control and Prevention estimating that approximately 50,000 nonsmokers die every year from diseases caused by secondhand smoke.[3]

Colleges and universities throughout the United States are strengthening their tobacco use policies to protect the health and well-being of their students, employees, and visitors. Unfortunately, even with stronger smokefree/tobacco-free policies, secondhand smoke may drift into buildings, cigarette litter may be a persistent problem on campus, and compliance with policies may be minimal. As a result, colleges may seek to increase compliance by issuing citations and fines to individuals who violate a campus tobacco use policy.

ChangeLab Solutions
Law & policy innovation for the common good.

Background

California law gives authority to public college and university campuses (e.g., campuses of the University of California, the California State University, or the California Community College system) to prohibit smoking or tobacco use anywhere on their premises.[4] The law was amended in 2011 to authorize the governing bodies of these institutions to enforce these policies with citations and fines. This amendment, referred to by its bill number, AB 795, provides an important tool for California's public educational institutions to protect the health of their students, faculty, staff, and visitors.

Smokefree campus policies prior to AB 795

California public colleges and universities have adopted and implemented smokefree/tobacco-free policies for over 12 years. A handful of campuses began adopting policies in the late 1990s that prohibited smoking on parts of their premises, but the majority of campuses did not begin to regulate smoking or tobacco use until 2004, when a state law prohibiting smoking near entryways of public buildings (including public college and university buildings) became effective.[5]

This law, often known by its bill number AB 846, required public colleges and universities to prohibit smoking within 20 feet of all building entryways, operable windows, and air intake units. This law also gave local colleges and universities the authority to adopt and enforce smokefree/tobacco-free policies that were more restrictive than existing state law with regard to smoking and tobacco use.

Purpose of AB 795

While AB 846 gave college governing bodies the authority to enforce tobacco use policies, the law did not specify a legal mechanism that campuses could use to issue citations and fines. Although campuses could enforce a smokefree/tobacco-free policy through their student codes of conduct, fines were not issued as a means of enforcement. In 2011, with support from the Health Services Association of California Community Colleges (HSACCC), Assembly member Marty Block (D – San Diego) introduced AB 795, which amended existing law to give public colleges and universities specific authority to issue citations and fines for violations of their smokefree/tobacco-free policies.

Who is authorized to issue citations and fines pursuant to AB 795?

AB 795, codified as California Government Code section 7597.1, authorizes the governing bodies of the California State University (CSU), the University of California (UC), and each community college district to enforce their smokefree/tobacco-free policies by citation and fine. For the UC system, the governing bodies consist of the Chancellors of each campus, the UC Board of Regents, and the UC Office of the President. The CSUs are governed by the President of each campus, the CSU Board of Trustees, and the CSU Chancellor's Office. The governing bodies of Community College districts consist of the Presidents of each campus, locally-elected Boards of Trustees, and the Community College Chancellor's Office (see chart below).

Governing Bodies of California's Public Colleges and Universities

Institution Type	Local Governance	System-wide Governance
University of California	• Campus Chancellor	• UC Board of Regents • UC Office of the President
California State University	• Campus President	• CSU Board of Trustees • CSU Chancellor's Office
Community College Districts	• Campus President • District Board of Trustees	• Community College Chancellor's Office

Components of AB 795

Setting Enforcement Standards

AB 795 grants authority to the governing bodies of the UC system, the CSU system, and each community college district to set enforcement standards for their local campuses.[6] This means that the governing bodies have leeway to determine where smoking or tobacco use is allowed and where it is prohibited on each particular campus, and to determine how violations of a smokefree/tobacco-free policy are to be addressed, i.e., with verbal warnings, education, fines, etc.

Civil Fines

AB 795 allows college campuses to issue civil fines for violations of a smokefree/tobacco-free policy and to set the amount of the fine for each violation, up to a maximum of $100 per citation.[7] Colleges and universities can determine if the fine will be the same for each violation or different for first, second, third, and subsequent violations.

Fund Allocation

The law requires that the funds collected from civil fines are allocated to programs and activities that support the smokefree/tobacco-free policy, such as the designated enforcement agency, policy promotion and education, and/or tobacco cessation programs.[8]

Signage Provision

Section (b) of the law states that if a CSU campus or a community college district adopts enforcement and fine measures pursuant to AB 795, the campus or district **must** post signs that state the policy at all locations where smoking or tobacco use is explicitly prohibited **and** at locations where smoking or tobacco use is explicitly allowed (e.g., designated smoking areas). For UC campuses, this is not required, although the law states that these campuses "may" post such signage. Even where not required, signage is recommended, as it helps to communicate the policy and facilitate compliance.

Notice to Students and Staff

The final component of the law is a requirement that if a CSU campus or community college district adopts enforcement and fine measures under AB 795, it **must** inform employees and students of the campus policy and of the specific enforcement measures in place on campus. This can be done through the campus website, direct mail, email, student and employee handbooks, etc.[9] As with the signage provision, campuses of the UC system are not required to provide this notification, although the law states that they "may" do so. Providing notice in this way is generally recognized as a best practice, as communicating the policy facilitates compliance.

Other Types of Enforcement of Smokefree/Tobacco-free Campus Policies

By authorizing campuses to issue citations and fines, AB 795 provides them an important tool for enforcing smokefree/tobacco-free policies. But citations and fines are not the only means available for enforcing these policies.

For example, campuses of the CSU system are authorized to treat policy violations as a misdemeanor, pursuant to California Education Code section 89031. Charging someone with a misdemeanor also allows CSU campuses to issue fines, but it is important to note that a misdemeanor is a fairly serious criminal offense, so any campus wishing to enforce in this way should be cautious about how they do so.

Campuses can also enforce a smokefree/tobacco-free policy by treating violations as a breach of the student code of conduct. Pursuant to California Education Code section 76033, intentional or repeated smoking in violation of a smokefree policy constitutes "good cause" to discipline a student, potentially leading to suspension or expulsion (but not including fines).

Finally, in many cases, a public college or university may be located in a community with a local smokefree air ordinance that prohibits smoking in public outdoor spaces. A campus may have additional enforcement options pursuant to such a local ordinance, depending on the specific terms that the ordinance contains. To determine whether a particular community has a smokefree outdoor areas ordinance, review the local municipal or county code, or contact the local department of public health's tobacco control program. Contact information for local tobacco control programs is available on ChangeLab Solutions' website: *www.changelabsolutions.org/tobacco-control/resources-tenants?field_county_value=All&field_tenant_resource_type_tid=103*

Frequently Asked Questions about AB 795

What is the process for creating enforcement/citation mechanisms?

Although this may vary from campus to campus, campus decision-makers will typically research best practices from other campuses that have adopted citation procedures. Then they will draft proposed language for their own procedures, and have this language reviewed by campus counsel, by campus police (and any other enforcement department), and, finally, by the school President or Chancellor.

Who can be cited pursuant to an enforcement mechanism created under AB 795?

Smokefree/tobacco-free campus policies that are created pursuant to California Government Code section 7597 may apply to students, employees, and all members of the public. Campuses are authorized to impose fines against anyone who violates such a policy, including visitors.

How much should the fine be?

It depends. The law allows for a tiered fine mechanism, with different fines for first, second, and third violations, and for each subsequent violation, with a maximum fine of $100 per violation. Some campuses set their smoking violation fine structures to be the same as fines for other policy violations, such as biking or skateboarding on campus. Campus police (or any peace officer in the jurisdiction, pursuant to California Penal Code 830-832.17) may issue these citations.

Can a citation be issued to someone smoking on adjacent property, like a public sidewalk?

It depends. Although a campus smokefree/tobacco-free policy only applies within the boundaries of the campus itself, California Government Code section 7597 prohibits smoking within 20 feet of a door or operable window of any public building, including public college and university buildings.[10] So, if an individual is smoking on adjacent property, such as a parking lot, public sidewalk, etc., campus police (or any peace officer in the jurisdiction, pursuant to California Penal Code 830-832.17) may cite them for a violation of Government Code section 7597, rather than for a violation of campus policy.[11]

Crafting a Smokefree Campus Policy

The Sample Tobacco-free Policy (on page 7) was developed by the California Youth Advocacy Network to provide standard language to help California college and university campuses limit tobacco use and unwanted exposure to secondhand smoke on their premises. The sample is intended to be used for reference purposes, and any campus wishing to use similar language should customize it to suit their particular needs. ChangeLab Solutions and the California Youth Advocacy Network are available to provide technical assistance to campuses in California as they develop smokefree/tobacco-free policies.

Matrix of California Campuses that Issue Fines

The following matrix of colleges that currently issue citations for violations of their smokefree/tobacco-free policies was developed by the California Youth Advocacy Network, and is current as of August 2013. The matrix lists each campus that issues citations, the legal provision they invoke for issuing citations,[12] and the amount and structure of their fines. It also contains a note as to whether enforcement is currently occurring or is planned for some future date. Note that this is not an exhaustive list of colleges that have smokefree policies, but rather a list of those colleges which enforce their policies through citations. For a comprehensive list of campuses that have smokefree policies, see CYAN's database of tobacco-free campus policies at: *http://cyanonline.org/college/policies/*

California Colleges Issuing Citations (as of August 2013)

Campus	Citation Authority	Fine Structure	Fine Amount	Currently Enforcing
Chico State University	Education Code 89031	Set	$49	Unknown
San Francisco State University	Education Code 89031 Title 5 CA Code of Regulations section 42356	Set	$58	Yes
Butte College	Unknown	Set	$10 Fee will be waived if violator watches smoking cessation DVD	Yes
DeAnza College	Government Code 7597.1	Tiered	1st = $25 2nd = $50 3rd = $75	Yes
Foothill College	Government Code 7597.1	Tiered	1st = $25 2nd = $50 3rd = $75	Yes
Glendale Community College	Government Code 7597.1	Set	$100 per citation	Unknown
Los Angeles Harbor College	Government Code 7597.1	Set	$50-$100	Unknown
Mt. San Antonio College	Government Code 7597.1	Set	Price of parking violations	Unknown
Ohlone College	Government Code 7597.1	Unknown	Unknown	As of Winter 2014
Pasadena City College	Government Code 7597.1	Tiered	1st = $25 2nd = $50 3rd = $75	No
Peralta Community College District	Government Code 7597.1	Set	Price of parking violations	Unknown
San Bernardino Community College District	Government Code 7597.1	Set	$20	Unknown
Santa Rosa Junior College	Santa Rosa City Code Ord. 3786 section 1, 2006	Tiered	1st = $100 2nd = $250 3rd = $500	Unknown

Additional Resources

ChangeLab Solutions has been providing technical assistance on tobacco-related issues to California communities for over fifteen years. We have a variety of materials available on our website, including fact sheets, model policies, legal memos, and FAQs. For more, please visit us at *www.changelabsolutions.org/tobacco-control.*

Since 1998, the California Youth Advocacy Network College Program has been partnering with college students, faculty, staff, and tobacco control professionals to transform tobacco-related norms on college campuses. We provide a variety of services to individuals, organizations, and coalitions working on tobacco-related issues at college or university campuses. For more information about how CYAN can support local efforts, please visit us at *www.cyanonline.org/college.*

1 U.S. Centers for Disease Control and Prevention. (2011). *Tobacco Use: Targeting the Nation's Leading Killer.* Accessed from *www.cdc.gov/chronicdisease/resources/publications/aag/osh.htm.*

2 Centers for Disease Control and Prevention. (n.d.). *Smoking & Tobacco Use: Tobacco-Related Mortality.* Accessed from *www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality/index.htm.*

3 US Department of Health and Human Services, Centers for Disease Control and Prevention. *Fact Sheet – Secondhand Smoke.* 2006. Available at: *www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/general_facts/index.htm.*

4 Cal. Gov't Code § 7596-7598.

5 *See* Cal. Gov't Code § 7597.

6 Cal. Gov't Code § 7597.1(a).

7 *Id.*

8 Cal. Gov't Code § 7597.1(a)(2) states that funds "shall be allocated to include, but not be limited to," programs and activities to support a smokefree/tobacco-free policy, meaning that some of these funds may be allocated for other purposes. The law does not specify what portion of the funds must be allocated to supporting the smokefree/tobacco-free policy.

9 Cal. Gov't Code § 7597.1(c).

10 Cal. Gov't Code § 7596(a).

11 Note: Campus police have the same authority to enforce Gov't Code § 7597 as any other law enforcement officers, because they are defined as peace officers pursuant to California Penal Code § 830.

12 Note: Chico State University and San Francisco State University have issued fines for policy violations by invoking their authority under California Education Code § 89031, which makes it a misdemeanor to violate rules and regulations governing CSU campuses. At the time of writing, these were the only two campuses to have invoked this authority. In addition, Santa Rosa Junior College has relied upon a provision of the Santa Rosa Municipal Code to issue citations for violating their smokefree policy.

Photos by Flickr CC/Khamis Hammoudeh, Matthew Moore, and CYAN.

Sample Tobacco-Free Policy

(100% Tobacco-Free)

Background

Tobacco use is the number one cause of preventable disease and death in the United States. The Surgeon General has concluded that there is no risk-free level of exposure to secondhand tobacco smoke. The United States Environmental Protection Agency (EPA) has found secondhand tobacco smoke to be a risk to public health, and has classified secondhand smoke as a class A carcinogen, the most dangerous class of carcinogens. Furthermore, the California Air Resources Board has categorized secondhand smoke as a toxic air contaminant. Tobacco smoke is hazardous to smokers and non-smokers alike. To promote a safe and healthy campus environment, [College / University Name] has adopted this tobacco-free policy.

Policy

Smoking, including the use of electronic smoking devices, and the use of tobacco products is prohibited on all property and in all indoor and outdoor spaces owned, leased, licensed, or otherwise controlled by [College / University Name]. Smoking, including the use of electronic smoking devices, and the use of smokeless tobacco products is prohibited in all vehicles owned by [College / University Name] and at any event or activity on campus property. Furthermore, the use of nicotine products or nicotine delivery systems that are not regulated by the Food and Drug Administration (FDA) as cessation devices are prohibited in all indoor and outdoor spaces where smoking and tobacco use are prohibited. Products covered under this policy include, but are not limited to, cigarettes, cigars, pipes, water pipes (hookahs), electronic smoking devices such as electronic cigarettes and electronic hookahs, chewing tobacco, spit tobacco, snus, snuff, and dissolvable tobacco products.

Compliance and Enforcement

The success of this policy relies on the consideration and cooperation of all [College / University Name] students, faculty, staff, and visitors. It is the responsibility of [Name of Enforcement Department] to ensure the successful enforcement of this policy. Any complaints or conflicts resulting from this policy should be reported to [Name of Contact and Contact Information]. If full compliance has not been achieved by [Date], [College / University Name] is authorized to impose fines upon violators pursuant to California Government Code Section 7597.1

Cessation

For individuals interested in quitting smoking or smokeless tobacco use, free cessation services are provided at [List Campus or Local Resources]. For additional help with quitting, please contact the California Smokers' Helpline at 1-800-NO-BUTTS or *www.californiasmokershelpline.org.*

Smoke and Tobacco Free Environment

Responsible Officer:	Chief Risk Officer
Responsible Office:	RK – Risk / EH&S
Issuance Date:	5/31/2018
Effective Date:	5/31/2018
Last Review Date:	3/16/2018
Scope:	UC students, staff, academic appointees, visitors, patients, contractors, and volunteers. This Policy does not apply to Lawrence Berkeley National Laboratory.

Contact:	Ken Smith
Title:	EH&S Executive Director
Email:	Ken.Smith@ucop.edu
Phone:	(510) 987-0170

TABLE OF CONTENTS

I.   POLICY SUMMARY

As a public institution of higher education with units that research and treat the effects of smoking, tobacco and marijuana use, the University of California (UC) recognizes its responsibility to exercise leadership in the promotion of a healthy, smoke/tobacco-free environment for all students, academic appointees, staff, and visitors. This Presidential Policy and associated procedures are intended to provide a healthier, safer, and more productive work and learning environment for the entire UC community.

II.   DEFINITIONS

Executive Officers of University Locations: Chancellors, Medical Center Chief Executive Officers, Vice President of Agriculture and Natural Resources, and the Executive Vice President & Chief Operating Officer of the Office of the President.

Marijuana: All parts of the plant *Cannabis sativa L.*, whether growing or not; the seeds thereof; the resin extracted from any part of such plant; and every compound, manufacture, salt, derivative, mixture, or preparation of such plant, its seeds or resin. Such term does not include the mature stalks of such plant, fiber produced from such stalks, oil or cake made from the seeds of such plant, any other compound, manufacture, salt, derivative, mixture, or preparation of such mature stalks (except the resin extracted therefrom), fiber, oil, or cake, or the sterilized seed of such plant which is incapable of germination.

Members of the UC Community: Academic appointees, staff, students, volunteers, contractors, patients, visitors, and anyone else at any University location.

Smoke or Smoking: The act of inhaling, exhaling, burning, or carrying of any lighted or heated plant product intended for inhalation, whether natural or synthetic, including tobacco and marijuana. This includes the use of any electronic smoking device that creates an aerosol or a vapor in any manner or in any form or the use of any oral smoking device for the purpose of circumventing the prohibition of smoking.

Smoke/Tobacco-Free: The attainment of no smoking, no use of smokeless tobacco products, no use of nicotine products not regulated by the U.S. Food and Drug Administration (FDA) to help individuals who use tobacco to quit, no use of electronic smoking devices (e.g., electronic cigarettes), no smoking or vaping of marijuana, and no smoking of other plant-based products at all University locations.

Tobacco or Tobacco Product: Any one of the following:

- A product containing, made, or derived from the leaves of the genus *Nicotiana* or from synthetic nicotine that is intended for human consumption, whether smoked, heated, chewed, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, including, but not limited to, cigarettes, cigars, little cigars, chewing tobacco, shisha, pipe tobacco, snuff, and all other forms of smokeless and oral tobacco.

- An electronic device that delivers nicotine or other vaporized liquids to the person inhaling from the device, including, but not limited to, cigars, pipes, hookahs, and electronic smoking devices (e.g., electronic cigarettes).

- Any component, part, or accessory of a tobacco product, whether or not sold separately.

Tobacco product does not include a product that has been approved by the FDA for sale as a tobacco cessation product marketed and sold solely for such an approved purpose.

University Controlled Property: Any property or building that is owned or leased by the University and any location to which the University controls access, except Lawrence Berkeley National Laboratory.

University Location: Locations include, but are not limited to, the University of California Campuses, Medical Centers, Division of Agriculture and Natural Resources (ANR), and the Office of the President.

Use: Smoking, heating, chewing, absorbing, dissolving, inhaling, snorting, sniffing, or ingesting by any other means.

III.   POLICY STATEMENT

The University of California prohibits smoking and tobacco use at all University controlled properties.

In a [letter dated January 9, 2012](#), President Yudof announced to all Chancellors that UC, as a national leader in healthcare and environmental practices, would be smoke and tobacco-free effective January 2, 2014. This announcement covered all University controlled properties. In the announcement, each University location was charged with developing location-specific procedures to implement the smoke and tobacco-free directive.

This Policy applies to all members of the UC community. Effective implementation depends on the respect and cooperation of all members of the University community, all of whom have a collective responsibility to promote the safety and health of the UC campus and medical center communities.

In an ongoing effort to enhance awareness and encourage a culture of compliance, members of the UC community are encouraged to respectfully inform others about the Policy.

IV.   COMPLIANCE/RESPONSIBILITIES

All members of the UC community at University locations are expected to adhere to this Policy and to the required procedures described in this Policy.

Executive Officers of University locations, or their designee, have the authority to develop procedures and supplementary information to support and enforce the implementation of this Policy.

- It is the responsibility of Supervisors and Managers, as well as Deans, Directors, and Department Heads, to communicate this Policy to their employees and volunteers and for event organizers to communicate this to event attendees.

- In addition, visitors, guests, volunteers, trainees, vendors, contractors, and supplemental staff employed through contract agencies must be made aware of and are expected to adhere to this Smoke and Tobacco-free Policy.

- A comprehensive education and outreach campaign, including resources and referrals for cessation will be made available.

Noncompliance with the Policy is handled in accordance with Personnel Policies for Staff Members (PPSM) policies 62-64 pertaining to disciplinary actions; Academic Personnel Manual (APM) 015-016 pertaining to the Faculty Code of Conduct and administration of discipline; APM 140 and 150 pertaining to Non-Senate Academic Appointees; and University location-specific policies for students through Student Conduct offices.

Through the authority provided in California Government Code 7597.1, the governing body of the University of California has the authority, in establishing a policy for smoking and tobacco use, to set enforcement standards at University locations. Each University location has the authority to establish fines for violations of this Policy, but such fines must not exceed $100.00 per violation. At minimum, Executive Officers of University locations should consult with Campus Counsel and UCPD before proposing any enforcement standard that establishes a fine.

There will be no reprisal against anyone seeking assistance in enforcing this Policy.

V.   REQUIRED PROCEDURES

1. Each University location shall develop a local implementing procedure for this Policy that includes all of the following minimum requirements:

   a. Smoking and tobacco use are strictly prohibited in indoor and outdoor spaces, including parking lots.

   b. The procedure must apply to all University controlled properties, whether owned or leased.

      i.   For property acquired or received by gift or bequest after the effective date of this Policy, the provisions of this Policy must apply 30 days following the date of such acquisition or receipt, if the property is then unoccupied; or if the property is occupied at the time of acquisition or receipt, 30 days following the expiration of such preexisting occupancy agreement.

   c. The sale and advertising of tobacco products and marijuana is prohibited at all University controlled properties.

   d. The implementing procedure must apply to all members of the UC community as defined in this Policy.

   e. Enforcement should be primarily educational with an emphasis on cessation resources.

Exemptions:

1. The following exemptions are allowed under this Policy and in local policies and procedures:

   a. Smoking and/or tobacco use for traditional ceremonial activities of recognized cultural and/or religious groups, upon written request and written approval, as specified by local procedures

   b. Research involving tobacco and marijuana upon request and written pre-approval, as specified by local procedures.

VI. RELATED INFORMATION

- University Smoke-Free Policy Proposal (http://www.ucop.edu/risk-services/_files/smoke-free_policy.pdf)

- President Yudof Letter of 01/09/12 to the UC Chancellors (http://www.ucop.edu/risk-services/_files/chancellors-smokefree-policy010912.pdf)

- California Government Code 7597.1 http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?sectionNum=7597.1&lawCode=GOV

- UC Guidance on the use and possession of marijuana on UC property http://www.ucop.edu/marijuana-and-drug-policy/

- UC Research Policy Analysis and Coordination Guidance Memo 17-01, Information for Researchers on the Effect of Proposition 64 on Marijuana Research at the University of California https://researchmemos.ucop.edu/php-app/index.php/site/document?memo=UlBBQy0xNy0wMQ==&doc=3663

- BUS-50 Controlled Substance Policy https://policy.ucop.edu/doc/3520503/BFB-BUS-50

Personnel Policies for Staff Members

https://policy.ucop.edu/manuals/personnel-policies-for-staff-members.html

Academic Personnel and Programs

https://www.ucop.edu/academic-personnel-programs/academic-personnel-policy/policy-issuances-and-guidelines/revised-apm-015-and-016.html

Non Senate Academic Appointees

https://www.ucop.edu/academic-personnel-programs/_files/apm/apm-140.pdf

VII.   FREQUENTLY ASKED QUESTIONS

For a list of frequently asked questions, visit the UC Smoke/Tobacco-Free website at
http://www.ucop.edu/risk-services/loss-prevention-control/uc-smoke-tobacco-free.html.

The website also provides links to related resources, including links to other UC
campuses and medical centers.

VIII.   REVISION HISTORY

5/31/2018: Incorporation of marijuana clearly stated in policy language; revised
language used to broaden the scope of products included in the policy (electronic
smoking devices); removed/clarified exemptions allowed.

This Policy was also remediated to meet Web Content Accessibility Guidelines (WCAG)
2.0.

1/9/2014: Original date of issuance with an effective date of **1/1/2014**.

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

Amanda Fallin, PhD, RN Maria Roditis, PhD, MPH Stanton Glantz, PhD

Center for Tobacco Control Research and Education
University of California San Francisco, San Francisco, CA, 94143-1390

March 3, 2015

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:
o Continue to conduct systemwide task force meetings, as suggested by the American College Health Association, to continue monitoring policy implementation
o 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:
o Continue to work on an enforcement plan for each campus that combines education and active enforcement through existing personnel procedures.
o Maintain adequate and appropriate signage and refresh this signage at regular intervals
o Continue to promote the policy as well as cessation aids, and refresh these promotional materials at regular intervals
o 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.

University of California
Smoke and Tobacco Free Dashboard February 2017

UNIVERSITY OF CALIFORNIA

Legend:
- ✗ Not Doing
- ◐ In Progress
- ✓ Currently Includes

GOAL AREA / LOCATION

	UC Berkeley	UC Davis	UCD Health	UC Irvine	UC Irvine Health	UC Los Angeles	UCLA Health	UC Merced	UC Riverside	UCOP/UC Path	UC San Diego	UCSD Health	UC San Francisco	UC Santa Barbara	UC Santa Cruz
POLICY															
100% Smoke/Tobacco Free	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Includes Marijuana	◐	✓	✓	✓	✓	◐	◐	✓	◐	✗	◐	◐	◐	◐	✓
100% Tobacco-Free at Work *(requires tobacco-free throughout workday including breaks)*	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗
Tobacco-Free Hiring	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Exemptions - Research and Ceremonial Use only	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
PROMOTIONS															
Leadership Communications *(Chancellor, VC, Dean) - at least annually*	◐	◐	◐	✓	✗	✓	✓	✗	✓	✗	◐	✗	✗	◐	◐
Job Postings	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✗	✗	◐	✓	◐
Offer Letters	✓	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✗	✓	◐
Student Orientations	✓	✓	✗	✓	✗	✓	✓	◐	✓	✗	✓	✗	✗	✓	✓
New Employee Orientations	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✗	◐	✓	◐
Admission Materials	✓	✓	✗	✗	✗	◐	✓	✗	◐	✗	◐	✓	✗	◐	✗
Contracts/Agreements	✓	✓	✓	◐	✗	✓	✓	✗	✓	✗	◐	✓	✓	✓	✗
International Student Communications	✓	✓	✗	✓	✗	◐	✗	✓	✓	✗	✓	✗	✗	✓	✗
Print Materials *(postcard, flyers, etc.)*	✓	✓	✓	✓	✗	✓	✓	✗	✓	✗	✓	✗	✓	◐	✓
Training Content	✓	✗	✓	✗	✗	✗	✗	✗	◐	✗	◐	✓	✗	◐	✗
Large Campus Events *(Commencement, etc.)*	✗	◐	✗	✓	✗	✓	✓	✗	✓	✗	✓	✗	✗	✓	✓
Campus Maps	✓	✓	✓	✓	✓	◐	◐	✗	✗	✗	✗	✗	✗	◐	◐
Social Media Campaign	✓	✗	✗	◐	✗	✓	✓	✗	◐	✗	◐	✗	✗	◐	✗
Website	✓	◐	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓	◐	✓
PREVENTION															
Awareness Campaigns	✓	✓	◐	✓	✗	✓	✓	✗	✓	✓	◐	✗	✗	✓	◐
Educational Materials *(brochures, handouts)*	✓	✓	✗	✓	✗	✓	✓	◐	✓	✗	✓	✗	✓	◐	✓
Online Programs	✓	✗	✗	✓	✗	◐	◐	✗	✗	✗	◐	✗	✗	✗	✓
Workshops/Seminars	✗	✗	✗	✓	✗	✗	✗	✗	◐	✗	◐	✗	✓	✓	✓

GOAL AREA / LOCATION															
Legend: ✗ Not Doing · ◐ In Progress · ✓ Currently Includes	UC Berkeley	UC Davis	UCD Health	UC Irvine	UC Irvine Health	UC Los Angeles	UCLA Health	UC Merced	UC Riverside	UCOP/UC Path	UC San Diego	UCSD Health	UC San Francisco	UC Santa Barbara	UC Santa Cruz
Peer Health Educators Curriculum	✓	✓	✗	✓	✗	✗	✗	✗	◐	✗	✓	✗	✗	◐	✓
1:1 Prevention/Education	✓	✗	✗	✓	✗	✓	✓	✗	✗	✗	◐	✗	✗	✓	✓
International Student Outreach/Workshop	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗	✓	✗	✗	◐	✓
Campus Events	✓	◐	✗	✓	✗	✓	✓	✓	✗	✗	✓	✗	✗	✓	✗
CESSATION (FACULTY/STAFF & STUDENTS)															
1:1 Counseling	✓	◐	✗	✓	✓	✗	✗	✗	✓	✗	✓	✗	◐	✓	✓
Group Counseling Offered	✗	✗	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✓	◐	✓
On-site Cessation Classes	✗	✗	✓	✓	✓	✗	✗	✗	◐	✗	✓	✗	✓	✗	✗
Support Groups	✗	✗	✓	✓	✓	✗	✗	◐	◐	✗	✗	✗	✓	✓	✗
On-line Cessation Modules	✓	◐	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
Health Plans	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Phone/Web Based Support	✓	✓	✓	✓	✓	✗	✗	✗	✓	✓	✓	✗	✓	✗	✓
Free NRT	◐	◐	✓	✓	✗	✗	✗	✗	✓	✗	✓	✓	✓	✓	✓
ENFORCEMENT/COMPLIANCE															
Policy Ambassador Program	✗	✓	◐	◐	✗	✓	✓	✗	✓	✗	✗	✗	✗	✓	✓
Permanent Signage	✓	✗	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓
Temporary (*hot spot*) Mobile Signage	✓	✓	✗	✓	✗	✓	✓	✗	◐	✗	✓	◐	✓	✓	✓
Training on Approaching Smokers	✓	✓	✗	◐	✗	✓	✓	✗	✓	✗	✓	✗	◐	✓	✓
Hot Spot Tracking/Mapping	✗	✓	✗	✓	✗	✓	✓	✗	◐	✗	✓	✗	◐	✓	✓
Online Reporting System/Tool	✗	✓	✓	✓	✓	✓	✓	✗	◐	✗	✓	✗	✓	✓	✓
Violation Letters	✗	◐	✓	◐	✗	◐	✓	✓	✗	✗	✓	✗	✓	✓	✗
Referral to CYAN's Violator's Training (*online*)	✗	✗	◐	◐	✗	✗	✗	✗	◐	✗	◐	✗	✗	✗	◐
PSO/Security Guard Patrols	✗	✗	◐	✗	✓	✗	✓	✗	✗	✗	✗	✗	✓	✓	✓
Warning Issued by Campus Personnel	✗	◐	◐	◐	✓	✗	✓	✗	✗	✗	✗	✗	✓	✓	✗
Formal Referral Process for Student Violators	✗	◐	✓	✗	✗	✓	✓	✗	✓	✗	◐	✓	✗	✓	✗
Formal Referral Process for Staff Violators	✗	✗	✓	◐	✗	✓	✓	✗	✓	✗	✗	✓	✓	✓	✗

GOAL AREA / LOCATION	UC Berkeley	UC Davis	UCD Health	UC Irvine	UC Irvine Health	UC Los Angeles	UCLA Health	UC Merced	UC Riverside	UCOP/UC Path	UC San Diego	UCSD Health	UC San Francisco	UC Santa Barbara	UC Santa Cruz
Formal Referral Process for Faculty Violators	❌	❌	✅	❌	❌	✅	✅	❌	✅	❌	❌	✅	❌	✅	❌
Fine for Littering (*butts*)	❌	❌	❌	❌	❌	❌	❌	❌	❌	❌	🟡	❌	❌	✅	❌
Citations/Fines	❌	❌	❌	❌	❌	🟡	🟡	❌	❌	❌	❌	❌	❌	❌	❌
METRICS															
Butt Counts	❌	✅	✅	✅	❌	✅	✅	❌	✅	❌	✅	❌	🟡	✅	❌
Campus Surveys	✅	🟡	❌	✅	❌	❌	❌	❌	✅	❌	✅	❌	❌	🟡	❌
# of Complaints Received	✅	✅	✅	🟡	❌	✅	✅	🟡	✅	❌	✅	❌	🟡	✅	✅
# of Calls to Police/Security	❌	🟡	❌	❌	❌	❌	❌	🟡	✅	❌	❌	❌	❌	✅	❌
# of Ambassadors Trained	❌	✅	🟡	🟡	❌	✅	❌	❌	✅	❌	❌	❌	❌	✅	✅
# of Approaches by Ambassadors	❌	✅	🟡	🟡	❌	🟡	🟡	❌	✅	❌	❌	❌	❌	✅	✅
# of Violation Letters Sent	❌	🟡	✅	🟡	❌	🟡	✅	❌	❌	❌	🟡	❌	❌	✅	❌
# of Workshops/Trainings Conducted	❌	❌	❌	🟡	❌	❌	❌	❌	✅	❌	🟡	❌	❌	✅	❌
Utilization of Cessation Services/NRT Distributed	❌	✅	✅	✅	❌	❌	✅	❌	✅	❌	✅	❌	✅	🟡	❌
TOBACCO USE - KAISER DATA															
2016 Q4	5.8%	5.9%		4.8%		6.0%		4.6%	5.0%		6.4%		6.4%	6.9%	4.9%

Legend:
- ❌ Not Doing
- 🟡 In Progress
- ✅ Currently Includes

University of California
Smoke and Tobacco Free Dashboard — April 2018

Legend:
- ✗ Not Doing
- 🟠 In Progress
- ✓ Currently Includes
- ▇ 2018 Changes (shown as *gray* below)

GOAL AREA / LOCATION

Goal Area / Location	UC Berkeley	UC Davis	UCD Health	UC Irvine	UC Irvine Health	UC Los Angeles	UCLA Health	UC Merced	UC Riverside	UCOP/UC Path	UC San Diego	UCSD Health	UC San Francisco	UC Santa Barbara	UC Santa Cruz
POLICY															
100% Smoke/Tobacco Free	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Includes Marijuana	🟠	✓	✓	✓	✓	🟠	🟠	✗	🟠	✗	🟠	✓	🟠	🟠	✓
100% Tobacco-Free at Work *(requires tobacco-free throughout workday including breaks)*	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	🟠 *(gray)*	✗	✓	✗	✗
Tobacco-Free Hiring	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Exemptions - Research and Ceremonial Use only	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
PROMOTIONS															
Leadership Communications *(Chancellor, VC, Dean) - at least annually*	🟠	✓	🟠	✓	✗	✓	✓	✗	✓	✗	🟠	🟠	✗	🟠	🟠
Job Postings	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓ *(gray)*	🟠	🟠	✓	🟠
Offer Letters	✓	✗	✓	✗	✓	✗	✗	✗	✓	✗	✓ *(gray)*	✗	✗	✓	🟠
Student Orientations	✓	✓	✗	✓	✗	✓	✓	🟠	✓	✗	✓	✓ *(gray)*	✗	✓	✓
New Employee Orientations	✓	✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓ *(gray)*	🟠	✓	✓ *(gray)*
Admission Materials	✓	✓	✗	🟠 *(gray)*	✗	🟠	✓	✗	🟠	✗	🟠	✓	✗	🟠	✓ *(gray)*
Contracts/Agreements	✓	✓	✓	🟠	✗	✓	✓	✗	✓	✗	🟠	✓	✓	✓	✓ *(gray)*
International Student Communications	✓	✓	✗	✓	✗	🟠	✗	✓	✓	✗	✓	✗	✗	✓	✓ *(gray)*
Print Materials *(postcard, flyers, etc.)*	✓	✓	✓	✓	✗	✓	✓	🟠	✓	✓	✓	✗	✓	🟠	✓
Training Content	✓	✗	✓	✗	✗	✗	✗	✗	🟠	✗	🟠	✓	✗	🟠	✓ *(gray)*
Large Campus Events *(Commencement, etc.)*	✗	🟠	✗	✓	✗	✓	✓	🟠 *(gray)*	✓	✗	✓	✗	✗	✓	✓
Campus Maps	✓	✓	✓	✓	✓	🟠	🟠	✗	🟠 *(gray)*	✗	🟠 *(gray)*	✗	✗	🟠	✓ *(gray)*
Social Media Campaign	✓	✗	✗	🟠	✗	✓	✓	✗	✓ *(gray)*	✗	🟠	✗	✗	🟠	🟠 *(gray)*
Website	✓	🟠	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓	🟠	✓
PREVENTION															
Awareness Campaigns	✓	✓	🟠	✓	✗	✓	✓	🟠	✓	✓	🟠	✗	✗	✓	✓ *(gray)*
Educational Materials *(brochures, handouts)*	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓	🟠	✓
Online Programs	✓	✗	✗	✓	✗	🟠	🟠	✗	✗	✗	🟠	✗	✗	✗	✓

Legend:
- ✗ Not Doing
- 🟠 In Progress
- ✅ Currently Includes
- �⬛ 2018 Changes (gray background)

	UC Berkeley	UC Davis	UCD Health	UC Irvine	UC Irvine Health	UC Los Angeles	UCLA Health	UC Merced	UC Riverside	UCOP/UC Path	UC San Diego	UCSD Health	UC San Francisco	UC Santa Barbara	UC Santa Cruz
Workshops/Seminars	✗	✗	✗	✅	✗	✗	✗	✗	🟠	✗	🟠	✗	✅	✅	✅
Peer Health Educators Curriculum	✅	✅	✗	✅	✗	✗	✗	✗	🟠	✗	✅	✗	✗	🟠	✅
1:1 Prevention/Education	✅	✗	✗	✅	✗	✅	✅	✗	✗	✗	🟠	✗	✗	✅	✅
International Student Outreach/Workshop	✗	✗	✗	✅	✗	✅	✗	✗	✗	✗	✅	✗	✗	🟠	✅
Campus Events	✅	🟠	✗	✅	✗	✅	✅	✅	✅ ▪2018	✗	✅	✗	✗	✅	✅ ▪2018
CESSATION (FACULTY/STAFF & STUDENTS)															
1:1 Counseling	✅	🟠	✗	✅	✅	✗	✗	✗	✅	✗	✅	✗	🟠	✅	✅
Group Counseling Offered	✗	✗	✅	✅	✗	✗	✗	✗	✅	✗	✗	✗	✅	🟠	✅
On-site Cessation Classes	✗	✗	✅	✅	✅	✗	✗	✗	🟠	✗	✅	✗	✅	✗	✅ ▪2018
Support Groups	✗	✗	✅	✅	✅	✗	✗	✗	🟠	✗	✗	✗	✅	✅	✅ ▪2018
On-line Cessation Modules	✅	🟠	✅	✅ ▪2018	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✅
Health Plans	✅	✅	✅	✅	✅	✅	✅	✅	✅	✅	✅	✅	✅	✅	✅
Phone/Web Based Support	✅	✅	✅	✅	✅	✗	✗	✗	✗	✅	✅	✗	✅	✗	✅
Free NRT	🟠	🟠	✅	✅	✗	✗	✗	✗	✅	✗	✅	✗	✅	✅	✅
ENFORCEMENT/COMPLIANCE															
Policy Ambassador Program	✗	✅	🟠	✅ ▪2018	✗	✅	✅	✗	✅	✗	✗	✗	✗	🟠 ▪2018	✅
Permanent Signage	✅	🟠	✅	✅	✅	✅	✅	✗	✅	✅	✅	✅	✅	✅	✅
Temporary (*hot spot*) Mobile Signage	✅	✅	✗	✅	✗	✅	✅	✅	✅ ▪2018	✗	✅	🟠	✅	✅	✅
Training on Approaching Smokers	✅	✅	✗	✅ ▪2018	✗	✅	✅	✗	✅	✗	✅	✗	🟠	✅	✅
Hot Spot Tracking/Mapping	✅ ▪2018	✅	✗	✅	✗	✅	✅	✗	🟠	✗	✅	✗	✅ ▪2018	✅	✅
Online Reporting System/Tool	✗	✅	✅	✅	✅	✅	✅	🟠	✅ ▪2018	✗	✅	✗	✅	✅	✅
Violation Letters	✗	🟠	✅	🟠	✗	🟠	✅	✗	✗	✗	✅	✗	✅	✅	✗
Referral to CYAN's Violator's Training (*online*)	✗	✗	🟠	🟠	✗	✗	✗	✗	🟠	✗	🟠	✗	✗	✗	🟠
PSO/Security Guard Patrols	✗	✗	🟠	✗	✅	✗	✅	✗	✗	✗	✗	✗	✅	✅	✅
Warning Issued by Campus Personnel	✗	🟠	🟠	🟠	✅	✗	✅	✗	✗	✗	✗	✅	✅	✅	✅ ▪2018
Formal Referral Process for Student Violators	✗	🟠	✅	🟠 ▪2018	✗	✅	✗	✗	✅	✗	🟠	✅	✗	✅	✅ ▪2018

Legend:
- ⊗ Not Doing
- 🟡 In Progress
- ✅ Currently Includes
- (gray) 2018 Changes

	UC Berkeley	UC Davis	UCD Health	UC Irvine	UC Irvine Health	UC Los Angeles	UCLA Health	UC Merced	UC Riverside	UCOP/UC Path	UC San Diego	UCSD Health	UC San Francisco	UC Santa Barbara	UC Santa Cruz
Formal Referral Process for Staff Violators	⊗	⊗	✅	🟡	✅	✅	✅	⊗	✅	⊗	⊗	✅	✅	✅	✅
Formal Referral Process for Faculty Violators	⊗	⊗	✅	⊗	⊗	✅	✅	⊗	✅	⊗	⊗	✅	⊗	✅	✅
Fine for Littering (*butts*)	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	🟡	⊗	⊗	✅	⊗
Citations/Fines	⊗	⊗	⊗	⊗	⊗	🟡	🟡	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
METRICS															
Butt Counts	✅	✅	✅	✅	⊗	✅	✅	🟡	✅	⊗	✅	⊗	🟡	✅	✅
Campus Surveys	✅	✅	⊗	✅	⊗	⊗	⊗	⊗	✅	⊗	✅	⊗	⊗	🟡	🟡
# of Complaints Received	✅	✅	✅	✅	🟡	✅	✅	🟡	✅	⊗	✅	⊗	✅	✅	✅
# of Calls to Police/Security	⊗	🟡	⊗	⊗	⊗	⊗	⊗	⊗	✅	⊗	⊗	⊗	⊗	✅	⊗
# of Ambassadors Trained	⊗	✅	🟡	✅	⊗	✅	✅	⊗	✅	⊗	⊗	⊗	⊗	🟡	✅
# of Approaches by Ambassadors	⊗	✅	🟡	✅	⊗	🟡	🟡	⊗	✅	⊗	⊗	⊗	⊗	🟡	✅
# of Violation Letters Sent	⊗	🟡	✅	🟡	⊗	🟡	✅	⊗	⊗	⊗	🟡	⊗	⊗	✅	⊗
# of Workshops/Trainings Conducted	⊗	⊗	⊗	🟡	⊗	⊗	⊗	⊗	✅	⊗	🟡	⊗	⊗	✅	✅
Utilization of Cessation Services/NRT Distributed	⊗	✅	✅	✅	⊗	⊗	✅	⊗	✅	⊗	✅	⊗	✅	🟡	✅