

This article was downloaded by: [98.109.86.202]

On: 21 December 2012, At: 11:40

Publisher: Routledge

Informa Ltd Registered in England and Wales Registered Number: 1072954 Registered office: Mortimer House, 37-41 Mortimer Street, London W1T 3JH, UK



Journal of American College Health

Publication details, including instructions for authors and subscription information:

<http://www.tandfonline.com/loi/vach20>

Should College Campuses Become Tobacco Free Without an Enforcement Plan?

Reginald Fennell PhD, MCHES, FACHA, NREMT-P^a

^a Department of Kinesiology and Health, School of Education, Health, and Society, Miami University, Oxford, Ohio

Version of record first published: 24 Sep 2012.

To cite this article: Reginald Fennell PhD, MCHES, FACHA, NREMT-P (2012): Should College Campuses Become Tobacco Free Without an Enforcement Plan?, Journal of American College Health, 60:7, 491-494

To link to this article: <http://dx.doi.org/10.1080/07448481.2012.716981>

PLEASE SCROLL DOWN FOR ARTICLE

Full terms and conditions of use: <http://www.tandfonline.com/page/terms-and-conditions>

This article may be used for research, teaching, and private study purposes. Any substantial or systematic reproduction, redistribution, reselling, loan, sub-licensing, systematic supply, or distribution in any form to anyone is expressly forbidden.

The publisher does not give any warranty express or implied or make any representation that the contents will be complete or accurate or up to date. The accuracy of any instructions, formulae, and drug doses should be independently verified with primary sources. The publisher shall not be liable for any loss, actions, claims, proceedings, demand, or costs or damages whatsoever or howsoever caused arising directly or indirectly in connection with or arising out of the use of this material.

Should College Campuses Become Tobacco Free Without an Enforcement Plan?

Reginald Fennell, PhD, MCHES, FACHA, NREMT-P

Abstract. Tobacco-free campuses are a great public health initiative. *Healthy People 2020* and *Healthy Campus 2020* address tobacco use and young adults including college students. Sources indicate that of the more than 6,000 colleges and universities in the United States, less than 800 are either smoke free or tobacco free. An increasing number of college campus policy makers in the United States are implementing smoke-free or tobacco-free policies, including procedures for violators of these policies. However, without a clearly defined and actionable enforcement component, these policies serve little purpose. This has become a policy enforcement issue that campus leaders should address. Should colleges and universities become tobacco free, if enforcement is not implemented? College and university administrators should demonstrate leadership by having violators of tobacco-free campus policies held to the same standard as those who violate other policies.

Keywords: college students, smoke-free campus, tobacco

It's a beautiful afternoon the final week of the 2012 Spring semester, as I make the short walk from my office to the main library. Just as I'm about to enter the main entrance only steps from the doors are 3 male students smoking cigarettes. I attempt to hold my breath to avoid inhaling the smoke looming in the air. But wait, my campus is smoke free (sic) and has been since August 2008. As I enter the lobby of the library, immediately in my view is a group of students and parents who are on a tour of our campus. I wonder what the students and parents thought as they entered our library and had to pass through a cloud of smoke. I know this is not a good first impression to give students and parents visiting our campus considered by some as one of the most beautiful college campuses in the country for our red brick buildings dating to our opening in 1809. Less than an hour elapses,

I complete my task and leave the library. As I am exiting the library, once again I observe 2 students, one seated on a bench near the entrance to the library and another student standing near her and both are smoking.

Similar to my campus, an increasing number of college campuses in the United States are becoming smoke free or tobacco-free. At my institution, our campus became smoke free August of 2008. *The Student Handbook* states,

[faculty], staff, and students violating this policy are subject to University disciplinary action. Violators may also be subject to prosecution for violation of Ohio's Smoking Ban (Ohio Revised Code, Chapter 3794). Visitors who violate this policy may be denied access to Miami University campuses and may ultimately be subject to arrest for criminal trespass.^{1(p62)}

According to the United States Department of Education, there are more than 6,000 college campuses in the United States. Sources list less than a thousand of these colleges as smoke free or tobacco free.² According to the American Lung Association, less than 300 campuses are smoke free or tobacco free.³ Garg et al quoted the American Nonsmokers' Rights Foundation (ANRF) and stated "more than 525 campuses have established 100% smoke-free campuses."^{4(p769)} The Web site of ANRF states, "[there] are now at least 774 100% smoke-free campuses with no exemptions."⁵

The policy on my campus is specific to tobacco smoke versus tobacco use that includes smokeless tobacco. However, it is unclear how many campuses are tobacco free and what types of tobacco use are prohibited on these campuses. This distinction is paramount in the operational definition that would be used to conduct research on campuses to measure compliance. This operational definition is also important if enforcement of the policy is conducted. However, should colleges and universities go through the process of becoming tobacco free, if enforcement is not implemented? This is a policy enforcement issue that campus leaders should address.

Dr Fennell is with the Department of Kinesiology and Health, School of Education, Health, and Society, at Miami University in Oxford, Ohio.

Copyright © 2012 Taylor & Francis Group, LLC

Health Promotion and Future Professional Careers

An increasing number of companies are becoming smoke free and/or tobacco free. Some companies are refusing to hire tobacco users. I work as a paramedic in the emergency department of a local hospital. Effective 2012, the hospital instituted a policy and no longer hires smokers. One would like to think that companies are instituting such policies because of benevolence concerns for our health, but the reality is that companies are spending millions of dollars in health insurance for their employees. Tobacco-free employees save millions of dollars in employee health care costs.⁶ Researchers have demonstrated that quitting smoking can have a positive effect on the health of individuals. The number one preventable risk factor of heart disease is smoking.⁷

These are compelling reasons to quit; however, nicotine is a drug that is as addictive as heroin. Many smokers state that they would like to quit or have tried to quit. The addictiveness of nicotine can make it difficult, although quitting is possible. In the April 2012 issue of the *Journal of American College Health (JACH)*, in 2 articles researchers discussed tobacco cessation programs on college campuses. Berg and colleagues reported on the interest of college students in smoking cessation strategies.⁸ Rodgers completed a literature review of campuses that used multicomponent interventions to prevent and control tobacco use among students.⁹

Hence, tobacco-free policies are an important initiative on college campuses for students, faculty, and staff. These policies are important for our students who may apply for jobs at companies with tobacco-free policies. Students who use tobacco and attend tobacco-free campuses will have to make some changes in their tobacco use behaviors and one of those changes could be a reduction in use or quitting use of tobacco. If these policies were part of the motivation to quit, students would be qualified to apply for employment at companies that have tobacco-free workplaces. These choices could have a significant impact on the professional and financial future of our students, as well as their health.

Organizations and Responses to Tobacco Use in Society

Too often the health consequences of tobacco use are not readily apparent to students. I work in emergency medical services (EMS) and also have family members who have been smokers. I have seen professionally and personally the effects smoking can have on the health of individuals. Anti-tobacco advertisements, "Tips From Former Smokers,"¹⁰ released in 2012 by the Centers for Disease Control and Prevention were considered by some as shocking and graphic advertisements. However, these advertisements when compared with ubiquitous reality television shows, images on YouTube, and other Internet outlets prevalent in our society the advertisements are not graphic. The advertisements were an excellent glimpse of the realities of using tobacco. More advertisements like these should be used and shown more frequently on television, in print media, and on college campuses to support tobacco-free initiatives. Advertisements

cannot change behavior. Behavior change is more complicated and depends on many factors, including if a person is ready to change and has the resources to make changes. However, these advertisements are a tool that could be used for critical discussions about tobacco use in our society, particularly on college campuses.

The *Framework Convention on Tobacco Control (FCTC)* report of the World Health Organization recommended advertising on cigarette packages to portray realistic images of the effects of cigarette smoking.^{11,12} Countries such as France and Switzerland where I directed a study abroad program from 2001 to 2009 had these images on cigarette packages, as does Canada where I have spent time in Montreal. In the United States, the tobacco lobby has fought successfully to prevent US tobacco companies from having to place such images on tobacco packages. The Food and Drug Administration (FDA) under the Obama Administration was set to require tobacco companies to comply with this *FCTC* provision. However, this advertising on packages in the United States was ruled unconstitutional.¹³

The American College Health Association (ACHA) states the following in its "Position Statement on Tobacco on College and University Campuses": "Plan, maintain, and support effective and timely implementation, administration, and consistent enforcement of all college/university tobacco-related policies, rules, regulations, and practices. Provide a well-publicized reporting system for violations [emphasis added]."^{14(p267)} In the ACHA position statement, "[t]obacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), electronic cigarettes, cigars and cigarillos, hookah-smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff)."^{14(p266)}

Enforcement

Tobacco-free campuses are a great public health initiative. However, without a clearly defined and actionable enforcement component, they serve little purpose. Glassman et al provide a guide to implementing tobacco-free campus policy. Regarding enforcement, they state, "[T]he university may consider issuing warnings and then fines for repeat violators. Breaking a tobacco policy violation should be addressed like any other campus policy violation. Education with consistent and fair enforcement is vital in establishing compliance."^{15(p767)}

Therefore, I propose that campuses enforce these policies and fine violators. First offenders should be given a warning. Second offenders should be given a \$25.00 fine that could be charged directly to the Bursar account of the student, faculty, or staff. Third offenders should be given a \$100 fine. Each time a student is cited, information on tobacco cessation resources on campus and off campus should be provided to the students (faculty and staff). The money should be allocated to student health services and employee health services for health promotion and disease prevention programs. These should be comprehensive programs and not solely tobacco cessation programs, as some students consider themselves

“social smokers” and only smoke when they drink. Thus, some of these funds should be available for alcohol and other drug education. Additionally, cigarette butts are litter. Smokers on any campus and especially tobacco-free campus should be fined for littering. This is an additional source of revenue that could go towards health promotion and disease prevention on college campuses.

Tobacco Research in Current and Recent *JACH* Volumes

The *Journal of American College Health* has published a number of articles on tobacco in Volumes 59 and 60. Some of these articles have been referred to in the previous sections of this editorial. Since our November/December 2011, Volume 59 issue, we have had at least one article on the topic of tobacco in each issue. This highlights the ongoing importance of this issue to the field of college health, which will continue to be reflected in the articles we publish.

The ACHA Position Statement definition of tobacco includes “hookah-smoked products.”¹⁴ In this current issue of *JACH*, Cobb and colleagues report on a multiyear survey of waterpipe and cigarette smoking. Abughosh and her colleagues report the results of students surveyed on their campus regarding intention to quit waterpipe smoking. Grekin and Ayna¹⁶ provided a literature review of waterpipe smoking among college students in the United States. It is apparent from this review and other research that students are using waterpipes/hookahs. Some of these students use them exclusive to cigarette smoking, and many think that doing so is safer than cigarettes.

Other recent articles in *JACH* have included (1) the importance of “[screening] every patient for tobacco use at every visit” in our student health services;¹⁷ (2) surveying key informants at tobacco-free colleges and universities in the state of Oregon regarding their tobacco-free campuses;¹⁸ (3) a campus that reported on compliance with a smoking perimeter ban by counting cigarette butts near campus buildings;¹⁹ and (4) differences in cigarette use between 2-year and 4-year college students, as well as students not enrolled in college.²⁰

This current issue has 6 articles specifically on tobacco use. Fallin and her colleagues measure compliance with the tobacco-free initiative on their campus, with similar findings as the research by Plaspohl et al.¹⁸ Seitz and his colleagues discuss the process of advocating for a tobacco-free campus policy and how they used photovoice to document smoking on campus and violations of the 25-foot-perimeter ban on their campus. Their research is tantamount to investigative journalism documenting a serious public health issue. Lee and his colleagues assessed tobacco-free policies in the University of North Carolina system. Their research informs us of how much work remains to be completed regarding tobacco-free campuses. This research is an excellent companion article to the research completed by researchers in the state of Oregon regarding tobacco-free policies.¹⁸

Lechner and his colleagues assess smoking prevalence, attitudes, and beliefs after the implementation of a tobacco-

free campus policy. The article by Lechner et al and the article by Glassman et al¹⁵ are important articles to read for campuses considering becoming tobacco free. Lechner and his colleagues do not address compliance with the smoke-free policy, as part of their study. Future researchers may wish to (1) survey the administrators on campuses that are smoke free to determine if this includes smokeless tobacco; (2) survey administrators to determine if they have a policy regarding violation of their tobacco-free campus; (3) determine what the policies are for each campus; and (4) assess the frequency of code violations/tickets/fines as a result of these policies. I would hypothesize that there are very few if any campuses that are enforcing their tobacco-free policies.

I began this editorial describing my recent experience going to the library on my campus and experiencing a number of students smoking outside the library, even though my campus has a smoke-free policy for the entire campus. I will undoubtedly make the short walk again from my office to the library. I imagine that I will also have to hold my breath as I enter the library to avoid inhaling environmental tobacco smoke. How might my visit to the library or other buildings on campus differ if we enforced our smoke-free policy?

Conclusion

Should college and university campuses have tobacco-free policies without an enforcement plan? As a former member of our university disciplinary board, students who are charged with other code violations could present an interesting challenge to such charges. I could imagine a very passionate discussion if the following scenario was presented to us. The next time a student is cited for a code violation because of having an alcoholic drink in his residence hall because he is less than 21 years of age, he should perhaps use photovoice to document how students are violating the code of conduct and smoking and littering cigarette butts on campus. An astute student would use this photovoice documentation to his defense to demonstrate that the university is inconsistent in how it enforces policies and he should not be cited for doing no harm to self or others by having 1 drink in the privacy of his residence hall room. Yes, the author is aware that the drinking age in the United States is 21 years old. (See previous editorials regarding the drinking age).^{21,22} The student who violates the tobacco-free policy is harming himself and others who have to breath environmental tobacco smoke, unlike the student who is having 1 drink.

College and university campus administrators should demonstrate leadership by having violators of tobacco-free campus policies held to the same standard as those who violate other policies. Otherwise, we should reconsider these policies as attempts to be part of a movement that is implementing policies with no intention of enforcement. Policies without enforcement undermine the work of college health professionals and more importantly the health of our students, faculty, and staff. The Executive Editors of *JACH* would be interested in publishing research studies that report on the experiences of campus leaders who are willing to

take the important steps of enforcing its tobacco-free campus policies.

DISCLAIMER

This editorial represents the opinion of the author and neither the views of Taylor & Frances Group, LLC, nor the views of the American College Health Association.

NOTE

For comments and further information, address correspondence to Reginald Fennell, PhD, MCHES, F-ACHA, NREMT-P, Professor of Health Promotion, 107A Phillips Hall, Department of Kinesiology and Health (KNH), Miami University, Oxford, OH 45056, USA (e-mail: fennelr@muohio.edu).

REFERENCES

1. Miami University. *The Student Handbook*. 2011–2012 ed. Oxford, OH: Miami University. Available at: http://www.miami.muohio.edu/documents/secretary/Student_Handbook_11-12.pdf. Accessed July 22, 2012.
2. US Department of Education. Enrollment in postsecondary institutions, fall 2009; Graduation rates, 2003 & 2006 cohorts; and financial statistics, fiscal year 2009. Available at: <http://nces.ed.gov/pubs2011/2011230.pdf>. Accessed July 23, 2012.
3. American Lung Association. Colleges and universities with 100% tobacco-free campus policies. Available at: <http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/tobacco-policy-trend-reports/college-report.pdf>. Accessed July 23, 2012.
4. Garg T, Fradkin N, Moskowitz JM. Adoption of an outdoor residential hall smoking policy in a California public university: a case study. *J Am Coll Health*. 2011;59:769–771.
5. American Nonsmokers' Rights Foundation (ANRF). University colleges and universities with smokefree and tobacco-free policies. Published July 1, 2012. Available at: <http://www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf>. Accessed July 26, 2012.
6. American Cancer Society Cancer Action Network. Saving lives, saving money: a state-by-state report on the health and economic impact of comprehensive smoke-free laws. Available at: <http://www.acscan.org/pdf/tobacco/reports/acscan-smoke-free-laws-report-summary.pdf>. Published 2011. Accessed July 24, 2012.
7. US Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta: Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2012. Available at: www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf. Accessed July 24, 2012.
8. Berg CJ, Sutfin EL, Mendel J, Ahluwalia JS. Use of and interest in smoking cessation strategies among daily and nondaily college student smokers. *J Am Coll Health*. 2012;60:194–202.
9. Rodgers KC. A review of multicomponent interventions to prevent and control tobacco use among college students. *J Am Coll Health*. 2012;60:257–261.
10. Centers for Disease Control and Prevention. Tips from former smokers. Available at: http://www.cdc.gov/tobacco/campaign/tips/?s_cid=OSH_tips_D9011. Accessed July 24, 2012.
11. World Health Organization (WHO). WHO Framework Convention on Tobacco Control. Available at: <http://whqlibdoc.who.int/publications/2003/9241591013.pdf>. Accessed July 24, 2012.
12. World Health Organization (WHO). History of the Framework Convention on Tobacco Control. Available at: http://whqlibdoc.who.int/publications/2009/9789241563925_eng.pdf. Accessed July 24, 2012.
13. RJ Reynolds Tobacco Co et al. v. FDA, US District Court for the District of Columbia, No. 11-1482. Available at: http://www.gpo.gov/fdsys/granule/USCOURTS-dcd-1_11-cv-01482/USCOURTS-dcd-1_11-cv-01482-3/content-detail.html. Accessed July 24, 2012.
14. American College Health Association. Position statement on tobacco on college and university campuses. *J Am Coll Health*. 2012;60:266–267.
15. Glassman TJ, Reindl DM, Whewell AT. Strategies for implementing a tobacco-free campus policy. *J Am Coll Health*. 2011;59:764–768.
16. Grekin ER, Ayna D. Waterpipe smoking among college students in the United States: a review of the literature. *J Am Coll Health*. 2012;60:244–249.
17. Sutfin EL, McNamara RS, Blocker JN, Ip EH, O'Brien MC, Wolfson M. Screening and brief intervention for tobacco use by student health providers on college campuses. *J Am Coll Health*. 2012;60:66–73.
18. Plaspohl SS, Parillo AV, Vogel R, Tedders S, Epstein A. An assessment of America's tobacco-free colleges and universities. *J Am Coll Health*. 2012;60:162–167.
19. Seitz CM, Strack RW, Orsini MM, et al. Quantifying littered cigarette butts to measure effectiveness of smoking bans to building perimeters. *J Am Coll Health*. 2012;60:331–334.
20. Lenk K, Rode P, Fabian L, Bernat D, Klein E, Forster J. Cigarette use among young adults: comparisons between 2-year college students, 4-year college students, and those not in college. *J Am Coll Health*. 2012;60:303–308.
21. Fennell R. "Drinking is fun" and there's nothing you can do about it. *J Am Coll Health*. 2007;56:213–215.
22. Fennell R. Using the "KISS" principle to address alcohol misuse/abuse in the United States. *J Am Coll Health*. 2009;57:573–574.