

TITLE: After the Banners & Balloons Are Taken Down

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Health educators working on tobacco free policies and college administrators/student leaders who have passed a smoke or tobacco free campus policy.

ABSTRACT: Months, even years, can be spent working to pass a strong comprehensive tobacco-free campus policy, but years later--cigarette butts litter the college grounds, rules are ignored, signs are missing, and enforcement seems to be nonexistent. Many policies can fall by the wayside for an assortment of reasons: a change in administration, lack of funding or determination, or competing priorities. Multnomah County Tobacco Control and Prevention Program (TCPP) performed an environmental scan on 12 higher education institutions in Multnomah County (Portland, Oregon-metro region) in fall 2017. The purpose of the assessment was to gather observational information about tobacco policy implementation and sustainability on college campuses. Further, this assessment aimed to inform TCPP about potential avenues for college campus policy improvement. College campus tobacco policies can offer resources/encouragement for tobacco users to quit, and protect others from secondhand smoke exposure. This presentation will cover recommendations for sustaining policies including a strong, updated written policy; communication of the policy; culturally competent and equitable cessation efforts (including at multicultural, women's or LGBTQ resource centers), and sustainability factors to ensure an impactful policy. By applying a comprehensive tune-up, a campus tobacco-free policy can have increased impact and effectiveness for many years to come.

OBJECTIVE(S): List at least five points to sustain a tobacco free campus policy.

Describe 2-3 ways a campus can strengthen can strengthen their tobacco free policy

Explain how environmental scans can improve a tobacco-free campus policy.

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