



TOBACCO FREE @ MSUB

**A HEALTHY
PLACE
TO LEARN,
WORK
& LIVE**



TRAINING CURRICULUM

Fall 2012

Training Overview:

- Student Health Services Overview
- Tobacco Free Movement
- Science Behind the Need for a Comprehensive Policy
- Local & Campus Statistics
- MSUB Tobacco Free Policy
- Cessation Opportunities
- Educational Goals
- Roles & Responsibilities of Fresh Air Advocates
- FAA Expectations
- Persistent Non-Compliance



Student Health Services

- Available to ALL Students!
- Included with tuition
- 3 Parts:
 - Medical
 - Mental Health Counseling
 - Wellness
- Separate from student health insurance



Tobacco Free Movement

- Supportive partnership with the Montana Collegiate Tobacco Prevention Initiative a project of The BACCHUS Network with funding from the Montana Department of Public Health and Human Services since 2006
- 7th college in Montana to go Tobacco Free
 - MT Tech (Butte, MT)
 - University of Montana COT (Helena, MT)
 - Fort Peck Tribal College (Poplar, MT)
 - University of Montana Western (Dillon, MT)
 - University of Montana (Missoula, MT)
 - Montana State University (Bozeman, MT)
- 766 Tobacco Free colleges nation-wide (Jan. 2013)

Tobacco Free Movement

- MSU Billings Tobacco Task Force has:
 - Conducted a petition
 - Presented to and involved Student Government, Staff Senate and Academic Senate
 - Surveyed the Campus
 - Held open forums
 - Worked with students, faculty, and staff on tobacco free events and the campus clean-up
 - Education and marketing

Science behind Comprehensive Tobacco Policies

- “There is no safe level of exposure to tobacco smoke. Any exposure to tobacco smoke – even an occasional cigarette or exposure to secondhand smoke is harmful.”
 - U.S Surgeon General Regina Benjamin, 2010
- Inconsistent health messages with smoke-free policies
- Clean-up of smokeless tobacco may be hazardous and time-consuming for MSUB Staff
- Smokeless tobacco rates could increase



Local Statistics

- 84% of Montanan's **DO NOT** smoke
- 88% of Montanan's **DO NOT** use spit tobacco
 - Montana Department of Public Health & Human Services, Montana tobacco Use Prevention Program 2004-2006, 2008-2009
- 70% of Student who smoke say they plan to quit.
 - Statewide 2011 Tobacco Use and Attitudes Survey (n=6,869)

Campus Student Statistics

- 11% of MSUB Students smoke cigarettes on a daily basis... So, **89%** of our student **ARE NOT** daily smokers
- 2% of MSUB Students are daily spit tobacco users
- 50% of MSUB smokers would like to quit by the time they graduate
- Campus is the **#1** location where students are exposed to secondhand smoke
- 77% of Student support a policy prohibiting smoking on campus

Fall 2012 National College Health Association National College Health Assessment II
(n=588)

Campus Employee Statistics

- 86% of MSUB Employees are not tobacco users
- 72% are in favor of a tobacco-free campus policy
 - Fall 2011 Admin Gen Tobacco Policy Survey sponsored by Staff Senate (n=241)

MSUB Tobacco Free Policy

Policy

- **Definition of tobacco**

- Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), cigars and cigarillos, hookah- smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff). Additionally, any nicotine delivery device that has not been approved by the FDA for cessation is included in this policy.

- **Usage**

- The usage of tobacco by students, employees, visitors, guests, and contractors is prohibited on all properties owned or leased by MSU Billings

- **Defined tobacco-free environments**

- Tobacco is prohibited on all property owned or leased by MSU Billings, including:
 - all interior space on the MSU Billings campus and property leased by MSU Billings
 - all outside property or grounds on MSU Billings campuses, including areas such as walkways, parking lots, and patios;
 - all outside property leased by MSU Billings;
 - all vehicles owned or leased by MSU Billings;
 - all indoor and outdoor athletic facilities.

- **Sale, distribution and advertising of tobacco products**

- The sale of tobacco products and tobacco-related merchandise (including logo-containing items) is prohibited, regardless of the vendor. The distribution or sampling of tobacco products is prohibited on all property owned or leased by MSU Billings, regardless of the vendor. All tobacco industry promotions, advertising, marketing, and distribution are prohibited on campus owned and leased properties.

Tobacco Usage Area

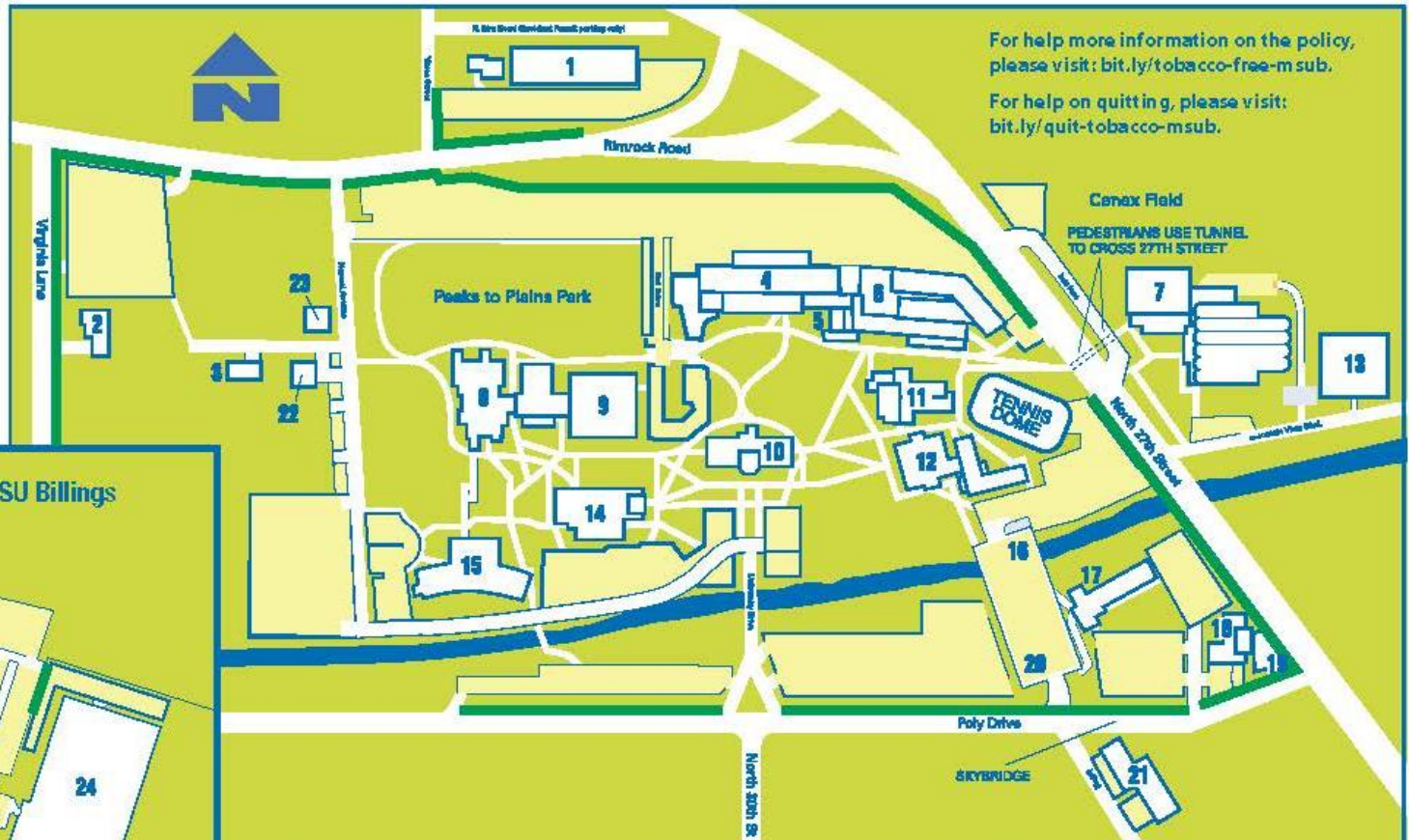
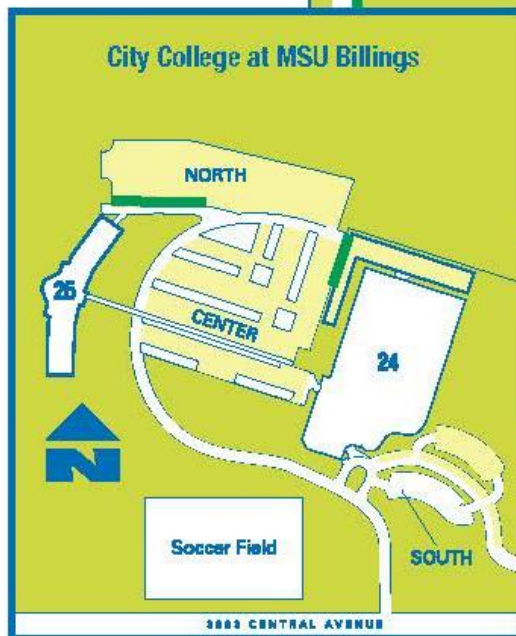
흡연 구역

可以吸烟的区域

نڤي غيڤتل اقطانم

Zona Para el
Uso de Tacabbo

TOBACCO FREE
- MSU BILLINGS



For help more information on the policy,
please visit: bit.ly/tobacco-free-msub.

For help on quitting, please visit:
bit.ly/quit-tobacco-msub.

Montana State University Billings Campus

- | | | | | | |
|---------------------------------------|---------------------------------|--|--------------------------|---|------------------------------|
| 1. Facilities Services | 5. Student Union Building (SUB) | 10. McMullen Hall | 15. College of Education | 20. University Police & Parking | 23. Alumni/Guest House |
| 2. Foundation House | 6. Rimrock Hall | 11. Academic Support Center | 16. Parking Garage | 21. McDonald Hall | 24. Tech. Building |
| 3. Yellowstone Public Radio (YEMC-FM) | 7. Physical Education Building | 12. Cisel Hall | 17. Apsaruk Hall | 22. William R. Lowe Daycare and Enrichment Center | 25. Health Sciences Building |
| 4. Petro Hall | 8. Liberal Arts Building | 13. Family Housing (Housing Permit parking only) | 18. Art Annex | | |
| | 9. Library | 14. Science Building | 19. Poly Building | | |

Cessation Opportunities

- Student Quit Options:
 - Student Health Services
 - Quit Kits
 - Prescriptions by a provider
 - Mental health counseling
- Employee Quit Options:
 - Employees who wish to quit tobacco and are on the MUS medical benefits plan can contact the MUS Employee Benefits Department at 1-877-501-1722 or visit the MUS benefits website at www.mus.edu/choices to learn about possible tobacco cessation options.
- Quit Options for anyone: 1-800-QUIT-NOW

Educational Goals

To be able to understand and communicate the following to fellow campus community members:

- The logic and reasoning behind MSU Billings changing to a tobacco free campus
- The importance of a tobacco free lifestyle in health and education outcomes
- Cessation options for tobacco users

Roles & Responsibilities of FAAs

It is my role as a Fresh Air Advocate to:

- To support MSUB and the health and well-being of all those on campus.
- To have a positive attitude and a focus on educating students, faculty, staff and visitors of the policy.
- To assist with the implementation of several tobacco-free campus activities and projects on campus.
- To provide feedback on tobacco-free campus events.

It is my responsibility as a Fresh Air Advocate to:

- Act as a Tobacco-Free Campus Representative
- To be a role model for MSUB campus policies.
- Ask questions for help if uncomfortable or in need of further direction.
- Be active in contributing new ideas.
- To reflect upon your work in regards to your role on campus and in the community.

FAA Expectations

- To complete the FAA training prior to engaging in FAA activities.
- If an employee of MSUB, secure approval from immediate supervisor for time spent on training and FAA activities.
- Coordinate with FAA team on apparel to wear during outreach activities and resource/cessation info distribution.
- Coordinate with FAA team on dates/times/locations to conduct outreach efforts.
- Serve as an *advocate* for comprehensive tobacco policies, not act as an agent of policy *enforcement*.
- Goal: Dedicate 15 hours/semester (?). This can include time spent on outreach activities, tabling events, Great American Smokeout, Athletic events, etc.

SMOKE acronym

- An educational strategy on how to successfully approach a person who is not compliant with the policy. Borrowed from The University of Montana, the **SMOKE** strategy is:
- **S**mile and introduce yourself.
- **M**ake the assumption the person is not aware of the policy and/or does not realize s/he is not compliant.
- **O**ffer cessation option information through Student Health Services for students and Human Resources for faculty/staff.
- **K**indly enforce the policy.
- **E**nforce the policy by asking them to stop using tobacco on campus grounds.

Persistent Non-Compliance

- Based upon MSU Billings' commitment to providing a clean and healthy environment free from tobacco, a cooperative effort and compliance is expected by all students, employees, visitors, guests, and contractors. This policy is in effect at all times. Refusal to adhere to this policy may be cause for disciplinary action.
 - For students, this may mean disciplinary action through the Student Code of Conduct.
 - For employees, this may mean disciplinary action implemented by the immediate supervisor and the utilization of progressive discipline through Human Resources.
 - Refusal to comply by visitors, guests, and contractors may be grounds for removal from campus.
- Persistent Non-Compliance Form:
http://www.msubillings.edu/geninfo/tobacco_form/

Next Steps

- Apparel from Jackets and Company with FAA Logo
- SHS receives possible patrolling times and partners volunteers
- SHS creates bags for FAAs with give-away items and informational handouts





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Thank you!
Fresh Air Advocates

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