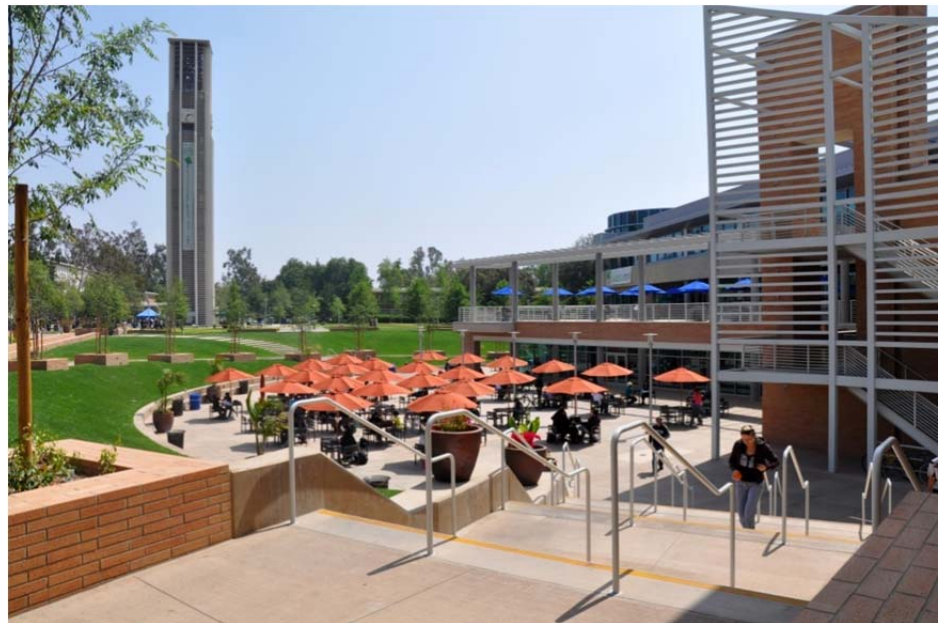# UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

UCR Smoke/Tobacco-Free Policy Implementation Plan

Steering Committee

Chair: *Dr. Victor G. J. Rodgers, Professor and Chair, Bioengineering*

Vice Chair: *Julie Chobdee, MPH, Wellness Program Coordinator*

Contents

Charge

Chancellor Timothy P. White issued a charge on May 31, 2012, for the University of California, Riverside (UCR) Smoke/Tobacco-Free Policy. The charge of this committee is two-fold: 1) to craft a smoke/tobacco-free policy tailored to the needs of this campus; and 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.

In addressing these objectives, the following key elements need to be present to maintain a smoke/tobacco-free environment.

- Smoke/Tobacco-free means that smoking, the use of smokeless tobacco products, and the use of unregulated nicotine products (*e.g.*, e-cigarettes) must be strictly prohibited in indoor and outdoor spaces, including parking lots and private residential space on campus.

- The policy must apply to all UCR facilities, whether owned or leased.

- Sales and advertising of tobacco products are prohibited in buildings owned and occupied by the University.

Introduction

UCR is committed to providing a healthy, productive, and safe environment for students, staff, faculty, guests, and visitors. The health hazards related to smoking and exposure to second-hand and third-hand smoke are well documented. These health hazards affect both the smoker and the nonsmoker who is exposed to second-hand and third-hand smoke.

Inaugural Steering Committee Meeting

The inaugural Smoke/Tobacco-Free Policy Implementation **Steering Committee will meet September 18, 2012 from 11 a.m. to 12:30 p.m.** with Chancellor White in attendance to deliver the charge. Subcommittees will be formed along with policy and implementation plan reviewed.

Policy Creation

The Chair and Vice Chair, along with the Staff Support Committee member, will draft the policy and review with the committee for input before finalizing. The policy **will be reviewed by Legal Counsel and finalized by November 2012, adopted and announced by January 1, 2013, with an effective implementation date of January 1, 2014**.

Policy Implementation Guidelines and Subcommittees

Each subcommittee will be tasked with identifying a lead and subcommittee members. Subcommittees will create an implementation plan that will be shared with the Steering Committee. Each subcommittee lead will be responsible for communicating updates/progress/challenges at Steering Committee meetings. **Identify committee leads by end of August 2012 and confirm each subcommittee members by end of September 2012. Share implementation plans by December 2012**.

Steering Committee	Chancellor White has charged the Steering Committee with: • Responsibility and authority for coordinating implementation of the UCR Smoke/Tobacco-Free Policy. • Oversight of the implementation plan and the subcommittees. • Identification and procurement of funding, management of funding for the implementation plan (communications, signage, cessation programs/resources, training, and ongoing costs).
Subcommittees: • Cessation Support Services • Communications/Marketing • Education/Training • Enforcement/Conflict Mgmt. • Environment • Policy Management, Assessment, and Evaluation • Student	The subcommittees are charged to: • Engage the University community in dialogues regarding smoke/tobacco-free implementation. • Develop the implementation plan on the specific issue tasked to the subcommittee and make recommendations to the Steering Committee. • An effort should be made for members of all subcommittees to include nonsmokers, ex-smokers, and smokers.
Cessation Support Services/Programs/Resources (Cindy Wong)	UCR will support students, faculty, staff, and their families with smoking cessation programs and resources. • Cessation programs, resources, medication, and referrals, will be provided free or discounted on an on-going, long-term basis along with support groups throughout the policy implementation period and well beyond the effective date to prevent relapse. • Cessation Support will include services and medications available through UCOP Benefits, UCSHIP for students, 1:1 consultations, local/community programs, on-site programs, educational workshops, *etc.* Coordination of these support services will be through the UCR Faculty/Staff Wellness program, Campus Health Center, and The Well. • A communications and training plan will be developed to communicate and promote all cessation resources. • Assessment and evaluation of these programs will occur periodically. • Identify and create budget plan.

Communications/Marketing (Kris Lovekin)	Communication is critical to the effective transition to a smoke-free campus. • A communications plan and budget will include the announcement of the policy along with extensive communications to occur during the timeframe of the policy announcement and the effective date. • Communications will be positive, respectful, and tied to smoking cessation resources. Emphasis placed on commitment to health and safety. • Communication plan will address language to be inserted into all agreements and contracts (*e.g.*, conferences and facility rentals). • Communication plan will address language to be included in prospective student/staff/faculty materials, websites, orientation, employment materials, visitor information, *etc*. • Signage will be located on the periphery of campus in areas of major public access point. The signage will communicate that all University facilities, buildings, and grounds are smoke/tobacco-free zones. • Maps will be developed outlining the boundaries of campus properties including more detailed maps for selective locations that delineate where smoking/tobacco is not permitted. • Signage will be posted in key locations to include various methods such as: flyers, posters, banners, stickers, bus signs, door signs, *etc*. • Identify and create budget plan for signage and other communication materials. • Considerations need to be made for Spanish print materials. • A UCR Smoke/Tobacco-Free website will be developed and managed by Strategic Communications. • Communicating with members of the surrounding community is key to minimizing the impact outside campus boundaries. Communications will be developed to inform adjacent business and community about policy.
Education/Training (Sue Anderson)	Education/Training is critical to informing the campus community about the policy, enforcement process, and cessation services. • Create education and training plan for policy awareness/announcement, manager/supervisor trainings, employee training and talking points, cessation support training, and enforcement. • Identify and create budget plan. • Explore opportunities for system wide training using the on-line Learning Management System. • Develop facilitator guides, scripts for talking to a smoker, videos, and other support tools.
Enforcement and Conflict Management (John Freese)	The policy enforcement plan should be respectful and educational. It will include the following key considerations: • Peer support, supervisory oversight and voluntary compliance should be relied upon to lead to behavioral changes over time. (Should smokers refusing to extinguish the product or repeat offenders of the policy be addressed through existing disciplinary or other appropriate processes?) • The educational method of enforcement will include 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. • Consideration for imposing fines for smoking (AB 795). • Collaborate with CSOs and TAPS parking enforcement. • Consult with HR/Legal regarding enforcement protocol. • Identify and create budget plan.

Updated: September 11, 2012   3

Environment (Mike Terry)	All UCR owned and leased facilities, buildings, grounds, and athletic properties, will be smoke/tobacco-free. • Determine a plan for temporary and permanent signage. • Determine a plan with a budget for trash and cigarette butt removal and management of litter. • Identify boundary maps for Smoke/Tobacco-Free campus, which includes the main campus as well as all off campus property and natural reserves. • Identify and create budget plan.
Policy Management, Assessment and Evaluation (Tim Willette/John Cook)	This group will be responsible for managing ongoing operations, periodic evaluation, respond to issues raised by members of the campus community, expert consultation to the University, and collaboration with relevant parties. • Formal and planned efforts at assessment of the impact of the policy and its implementation will be assigned. A number of issues should be documented including: policy compliance; smoking debris; sustainability impact; attitude shifts; implementation problems; geographic challenges; costs of implementation; efficacy of conflict resolution. • Insofar as possible, minimize the impact on merchants, restaurants, hotels, *etc.*, across from and adjacent to campus grounds. • Manage the overall budget. • Identification of fundraising/grant opportunities. • Document Smoke/Tobacco-Free policy implementation history and milestones.
Students (Megan Stein, Graduate Student)	A subcommittee consisting of students will be responsible for addressing all areas of the policy implementation as it relates to UCR students.

Subcommittee Milestone Timelines

Below are proposed milestone timelines for each subcommittee.

Cessation Support/Programs/Resources

Smoking cessation education and support can significantly improve compliance and UCR is committed to support all students, staff and faculty who wish to stop using tobacco products. UCR is committed to ensuring that members of the campus community have on-going access to several types of assistance, including cessation education, referral and resources, over-the-counter and prescription tobacco cessation medications, telephone, individual or group counseling, and on-site individual and group support.

• **December 2012**: Research and create Cessation Support Plan and budget.

• **Effective January 1, 2013**: Organize/Coordinate/Offer cessation support – phase in various support services through varying modalities:

  – Group programs/support, 1:1 quit coaching, off-site/local community referrals, on-campus programs, on-line programs, telephonic programs, mobile applications, benefits/health plan, student health insurance, peer mentoring, *etc.*

  – Considerations for Nicotine Replacement Therapy (NRT), both OTC and Rx.

• **2013 and beyond**: Provide cessation communications, training, and evaluation.

Communications/Marketing

Communications should focus on creating a culture of health, and messages should be positive and concise. Focus on the value of a healthy campus and community.

- **December 2012**: Develop communications plan, budget and branding/logo.

- **December 2012**: Identify communication channels to communicate policy/enforcement/cessation support. Examples include: Town Hall, Staff Assembly, HRO, staff meetings, UCR communications, marketing materials, websites, emails, classrooms, *etc*.

- **December 2012**: Finalize initial policy announcement.

- **December 2012**: Work with Environment subcommittee on temporary signage messages. Make arrangements for temporary signage launch prior to policy announcement.

- **January 1, 2013**: Communicate policy announcement & cessation support.

- **January 2013**: Create a UCR Smoke/Tobacco-Free website to include the policy, materials, education/training, and anonymous email system.

- **Spring 2013**: Work with Enforcement/Conflict Management subcommittee on enforcement educational/awareness piece.

- **Summer 2013**: Amend employee handbooks, rules of employment, training materials, and applicable policies and procedure to address the new policy and procedures.

- **Fall 2013**: Work with Environment subcommittee on permanent signage messages. Make arrangements for permanent signage launch prior to effective policy date.

- **2013 and beyond**: Work with local media on press releases.

- **2013 and beyond**: Create/Develop communication materials as needed to promote policy, *etc*.

- **January 1, 2014**: Communicate policy in effect. Communications should continue 2-3 years after policy implementation to allow for cultural integration.

Education/Training

Training tools and other resources will be developed to assist managers, supervisors, students, faculty, and staff in understanding the Smoke/Tobacco-Free policy and addressing the issue of effective communication techniques with smokers whom they may encounter.

- **December 2012**: Create Education/Training Plan and budget.

- **January 2013**: Develop a 1-2 page Fact Sheet and/or FAQ to be posted in high traffic places (bulletin boards, website, *etc.*).

- **Spring 2013**: Develop manager/supervisor trainings, employee trainings, talking points, videos/PSA's, tip sheets, scripts, etc.

Training should also be provided to all management on how to implement the policy.

- **Summer 2013 and beyond**: Offer multiple training opportunities (*i.e.*, manager sessions, employee sessions)

Educational opportunities include, but not limited to:

- New student orientations (undergraduate/graduate)
- Resident Hall communications
- Classroom communications
- New hire orientations for staff/faculty
- UCR materials, website, portals
- HR Supervisory/Manager Training courses

Enforcement and Conflict Management

Enforcement will be primarily educational with an emphasis on cessation resources. UCR will provide resources to support managers, supervisors, students, faculty, and staff with methods to address violations in a respectful manner.

- **December 2012**: Enforcement process will be identified by subcommittee and finalized by Steering Committee.
- **December 2012**: Research and create Enforcement and Conflict Management Plan and budget.
- **December 2012**: Finalize enforcement fines, if any.
- **Spring 2013**: Enforcement educational/awareness pieces will be created in collaboration with communications/marketing team.
- **Summer 2013**: Determine violation appeals process.
- **Fall 2013**: Ensure all those responsible for "enforcement" are aware of the process, trained, *etc.*
- **2013 and beyond**: Continue to educate/enforce and assessment current enforcement procedures.

Environment — Smoke/Tobacco-Free Boundaries

Boundaries need to be outlined around the perimeter of campus properties with clear designation of areas that are smoke/tobacco-free. Consideration needs to be made about the sidewalks adjacent to campus/campus property.

- **December 2012**: Environment subcommittee to identify boundaries for main campus as well as off-campus locations — Palm Desert, CE-CERT, natural reserves, *etc*.
- **December 2012**: Create Environment plan and budget.
- **December 2012**: Temporary signage locations assessed (number of signs, size, and costs).
- **February 2013**: Temporary signs posted (coordinate with timing of policy announcement).

- **Fall 2013**: Permanent "No Smoking" signage locations confirmed.

- **December 2013**: Permanent signage posted (number of signs, size, and costs).

- **December 2013:** Cigarette butt containers and waste receptacles should be removed from building areas by Facilities and should be located next to public thoroughfares.

- **On-Going:** The impact on surrounding areas should be monitored.

Policy Management, Assessment, and Evaluation

Ongoing assessment of the policy needs to be conducted (*i.e.*, annual awareness survey), as well as management and evaluation to ensure successful policy implementation.

Policy Management/Assessment

- **Fall 2012**: Develop and launch a campus wide survey to obtain feedback about policy.

- **December 2012**: Develop a policy management/assessment plan. Identify best practices and review plan with campus counsel and OGC.

Evaluation

Six months following policy implementation and annually thereafter, UCR will conduct an evaluation of the policy. This evaluation allows UCR to measure the results of the policy and its implementation and make improvements, as needed, to sustain the smoke/tobacco-free workplace.

- **January 2013**: Identify metrics to capture regarding policy awareness, implementation, compliance, environmental impact, and cessation.

- **Summer 2013**: Create tracking method/database for metrics.

- **Summer 2013**: Develop sustainability metrics and monitor sustainability efforts.

- **January 2014**: Begin policy evaluation.

- **July 2014 and annually after**: Conduct periodic evaluation.

Feedback

It is important to be prepared for handling questions and concerns received, particularly from those who smoke.

- **January 2013**: Provide campus community with an avenue for asking questions and making comments, such as a designated email box. This email can be housed on the UCR Smoke/Tobacco-Free website.

- **2013 and beyond**: Prepare response to issues/challenges to policy.

Students

Milestones for Students will be added when available.

Housing, Dining, and Residential Services

Milestones for Housing, Dining and Residential Services (HDRS) will be added when available.

Community Relations

Every effort will be made to maintain positive relationships with the surrounding community, neighborhoods, and businesses. The Chair, Vice Chair, and Staff Support Committee member will be reaching out to our neighbors and informing them of the upcoming policy and encouraging open communication if a problem arises. We will also meet with a local business representatives, homeowner/neighborhood association representatives, and government officials. Partnerships will be established with local non-profit organizations such as American Heart Association, American Cancer Society, American Lung Association, and the Riverside County Tobacco Control Project/Department of Public Health.

Assessing the Need/Feedback from Campus Community

Policy Awareness/Support

Prior to policy implementation, the Steering Committee will build support for and raise awareness of the impending policy among employees and management.

Campus Wide Survey

An on-line campus wide survey will assess campus readiness and outreach. The survey will provide information on the percentage of smokers and their concerns, the level of interest in quitting, the level of interest in cessation products and services, and other issues. A campus survey will be very helpful in assessing opinions and ensuring that all faculty, staff, and students have an opportunity to be heard.

Steering Committee Implementation Updates

Ongoing campus-wide communication of the work of the committee and the process of implementation of the policy will be communicated campus-wide (Town Hall meetings, UCR communications, etc.).

- **January 2013 and beyond**: Provide quarterly updates/progress.

Identify Best Practices

The Chair and Vice Chair will identify best practices at other peer institutions and organizations that have become smoke/tobacco-free. **Guest speakers will be invited to share their process, experiences, and lessons learned at Steering Committee meetings in Fall 2012. Phone interviews with other smoke/tobacco-free universities will be conducted throughout 2012**.

Policy Implementation Costs

There will be costs associated with the implementation of the UCR Smoke/Tobacco-Free policy. Costs include: Signage, removal of ashtrays, educational campaigns, training, cessation support, and enforcement. The University should provide resources adequate to initiate and sustain the policy.

Approximate Budgets

Budget Item	Estimated Costs
Cessation Support Services/Programs/Resources/Instructors/Coaches	$###.##
Communications/Marketing	###.##
Education/Training	###.##
Enforcement	###.##
Environment/Litter/Signage	###.##
Policy Management	###.##
Total Budget	**$####.##**

Amounts may change based on subcommittee input/implementation details.

Information Sessions and Trainings

A series of information sessions open to the entire UCR community will be offered to allow the opportunity to communicate the policy, clarify boundaries, cessation resources, educate about enforcement and answer questions. **Sessions will be coordinated starting in Summer 2013**.

Manager/Supervisor training will be offered to assist in communicating the policy, cessation services, enforcement, handling non-compliance, roles and responsibilities in implementing the policy, addressing break time, *etc*. **Trainings will be offered starting in Summer 2013**.

Policy Implementation Date

January 1, 2014

UCR plans to implement the policy on January 1, 2014. UCR will hold a high profile, campus wide event to celebrate implementation of the policy, and highlight the cessation support services, communications, enforcement, *etc*.

Campus Wide "Smoke/Tobacco-Free Pledge" – The UCR campus community will be encouraged to take a smoke/tobacco-free pledge. A method will be developed to track the number of pledges and see the number of pledges grow over time.

Meetings

Inaugural/Kick-Off Meeting—September 18, 2012, 11 a.m.-12:30 p.m., in Hinderaker 4127

Agenda

- Welcome/Introductions: Chair Victor Rodgers – 10 minutes

- Charge: Chancellor White - 10 minutes

- Commitment Level: Chair Victor Rodgers - 5 minutes

- Agenda and Review of Materials: Chair Victor Rodgers - 10 minutes

- Presentation of background, subcommittees and implementation plan: Chair Victor Rodgers and Vice Chair Julie Chobdee - 35 minutes

- Review Gantt Chart Policy Draft: Tim Willette -10 minutes

- Establish Meeting Schedule: 5 minutes

- Wrap Up/Action Items: 5 minutes

Guest Speakers for Future Meetings

- Guest Speaker from UCI Medical Ctr- Jon D. Gilwee, FACHE, Senior Director, Gov't. Healthcare Programs, University of California Irvine Health

- Guest Speaker from UCSF - Rita Ogden -Vice Director, Operations, Ambulatory Services, UCSF Medical Center

Steering Committee Meetings

Established **bi-weekly meetings** will be scheduled with agenda/notes for each meeting. The Steering Committee will continue to meet periodically for at least one year after the implementation of the new policy. This will allow the committee to reassess implementation and determine if there are areas that need additional information or refinement.