

April 25, 2009

To: Tom Venner, Dean, CAS

From: CAS Smoking Policy Task Force, Diane L. Winder, Chair

Committee: Angie Davidson, Patrick Koehn, Leslie Rzeznik, Rebecca Sipe, Eric Ward, Mary Ann Watson, Rosemary Weston-Gil, Kathryn Wilhoff, Diane L. Winder, Peter Wood

As charged, the CAS Smoking Policy Task Force has completed its work in 3 meetings and gathered and prioritized enforcement strategies pertaining to the current EMU Smoking Policy.

Enforcement Strategies

Goal: Start with Pray-Harrod; become model for campus.

Parameter: Suggestions run the gamut from enforcement of current BOR policy to a *smoke free campus*. WCC is smoke free and UM just announced that its campuses will be smoke-free by mid-2011.

Note: Best to approach the campus from the angle that smoking is one of our community's *serious health issues/concerns/responsibilities*. Frame as a "safe community" concept.

A. Education (Inexpensive)

1. Snow Health Center become repository for smoking-related (quit-smoking) literature
- *2. Use American Cancer Society's free info literature, etc.
3. Snow offer periodic smoking cessation courses.
4. University provides reduced-cost nicotine patches to help with quitting.
 - Students must sustain part of the cost (assists perseverance)
 - Grants may cover cost to university
- *5. Hand out small cards with smoking policy on it for information. These business-sized cards are handed out to administrators, faculty and staff, and students who request them. They can be handed to anyone who is seen violating the policy. The design would include a one-paragraph summary of the EMU policy.
6. Ask smokers to take a survey to get their opinions about suggestions/issues. *Be sure it is clearly designed with specific outcomes in mind.*
7. Initiate a program that would use the first few weeks of class as an educational time to learn about the policy. Ask faculty to make a note about it in class.
8. Request every Department Head review policy with their personnel and discuss possible sanctions for refusal to abide by policy. Request faculty review policy in class with their students.
9. Put abbreviated EMU policy on syllabus (as one does plagiarism and disability

policies).

B. Communication: Multi-tiered Campus Education Campaign

1. Increased and better signage on/around campus buildings (every exit door?).
2. Permanently affix poster-sized prints of the Smoking Policy near each “set” of exit doors (2 each at the southern exits).
3. Design/implement a cool, trendy, (funny?), upbeat Smoking Policy/Enforcement website.
4. Articles in Eastern Echo (e.g. enforcement of EMU policy; SJS involved)
5. Radio spots running regularly: WEU, campus station (primarily aimed at faculty, as students are not radio listeners.)
6. Orientation: No smoking campaign; include university policy.
7. Involve RAs.
8. (Close-Up troupe already presents on this issue.)
9. TV spots: regularly run on student run station.
10. Fliers: Rec IM, Snow Health Center, First Year Center, Res. Halls, info desk in SC
11. No-Smoking Spots on TVs: Library, Student Center, Residential Halls, etc.?
12. Fliers designed by: Student graphic design staff through Campus Life.
13. Periodic reminders out on EMU Today.
14. Public Service Announcements (PSA) re. EMU Smoking Policy developed in CMTA course for use on EMU student channel.

C. Immediate to Longer-Term Strategies

1. Paint borders of the 25’ demarcation. (While the sign currently in place indicates 25’ from every door and air intake, the policy also specifies from every window.)
2. Confirm that anyone (everyone) on campus has the right and responsibility to request that people abide by this policy.
3. Be sure ash cans remain 25’ from entries.
4. Train/hire student patrols, esp. in 2-week blitz campaign, to give “warnings” to students in violation.
5. All parties must always be courteous and respectful when making the request, and when asked to comply with policy.
6. Offer training (for DHs, Deans, building supervisors, etc.) re. responsibilities for enforcing EMU’s policy.
7. Work through various EMU unions.
- *8. Build a smoking structure that is accessible to smokers but not close to the buildings. Could be possible use partner with health-related program for funding. It would be necessary to have multiple structures on campus.
9. Establish a hotline for anonymous requests for particular “patrols” in areas that someone may not feel comfortable confronting violators, or other pertinent
11. Research amount of smoke particulates considered in a healthy range. Measure actual amount of smoke particulates in air outside entries at EMU during peak use.

D. Potential Sanctions

1. Levy a fine: After 3 warnings?; or able to “work off” fine by doing community service (on campus?) *Complex and problematic to define, implement and enforce.*
 - Perhaps major campaign blitz 1st 2 weeks of each semester = no fines
 - Warnings/fines incurred after initial 2 weeks of terms....
 - Fines used to pay for expenses for yearly printing of fliers, etc.
 - Students have holds on accounts if not pay fine(s)
2. If citations are written, students will get the idea that EMU enforces this policy.
3. Continue SJS involvement in enforcement.
4. DPS, See-Us, contract officers encouraged (as are all EMU students and staff) to forward names of students to SJS for violation of smoking policy.
5. Use different departments, such as parking or DPS, to give citations to people not following the smoking policy.

*Favorite ideas