

# Assessing School Policies Related to Tobacco and Other Health Issues

**Kathy Begley, BA**  
**Data Management Coordinator**  
**Tobacco Policy Research Program**

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**Carol A. Riker, RN, MSN**  
**Provost's Distinguished Service Professor**



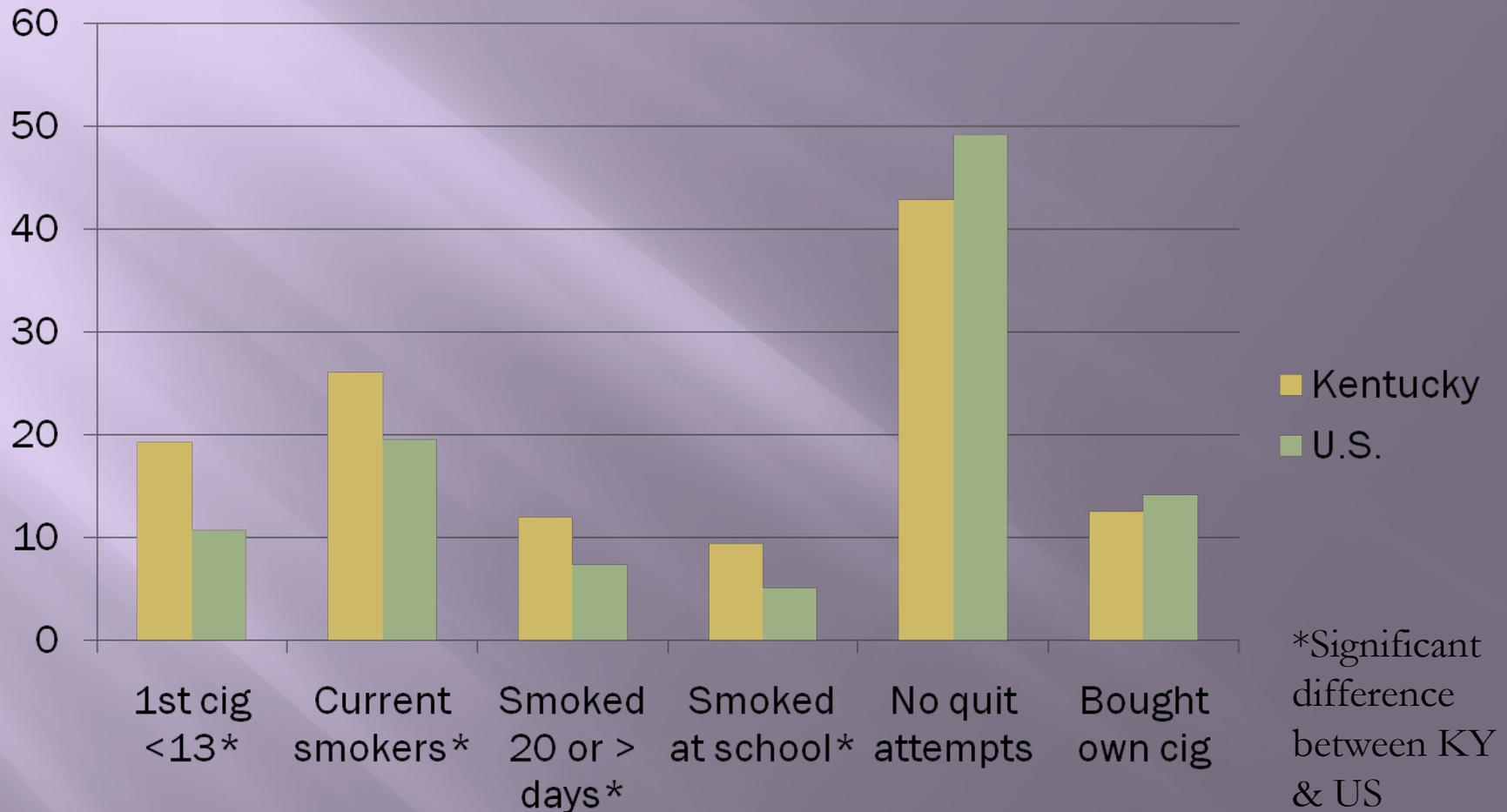
**COLLEGE OF NURSING**

Our Goal is to Help You Realize Yours

# WHY SHOULD WE CARE ABOUT SCHOOL POLICY?

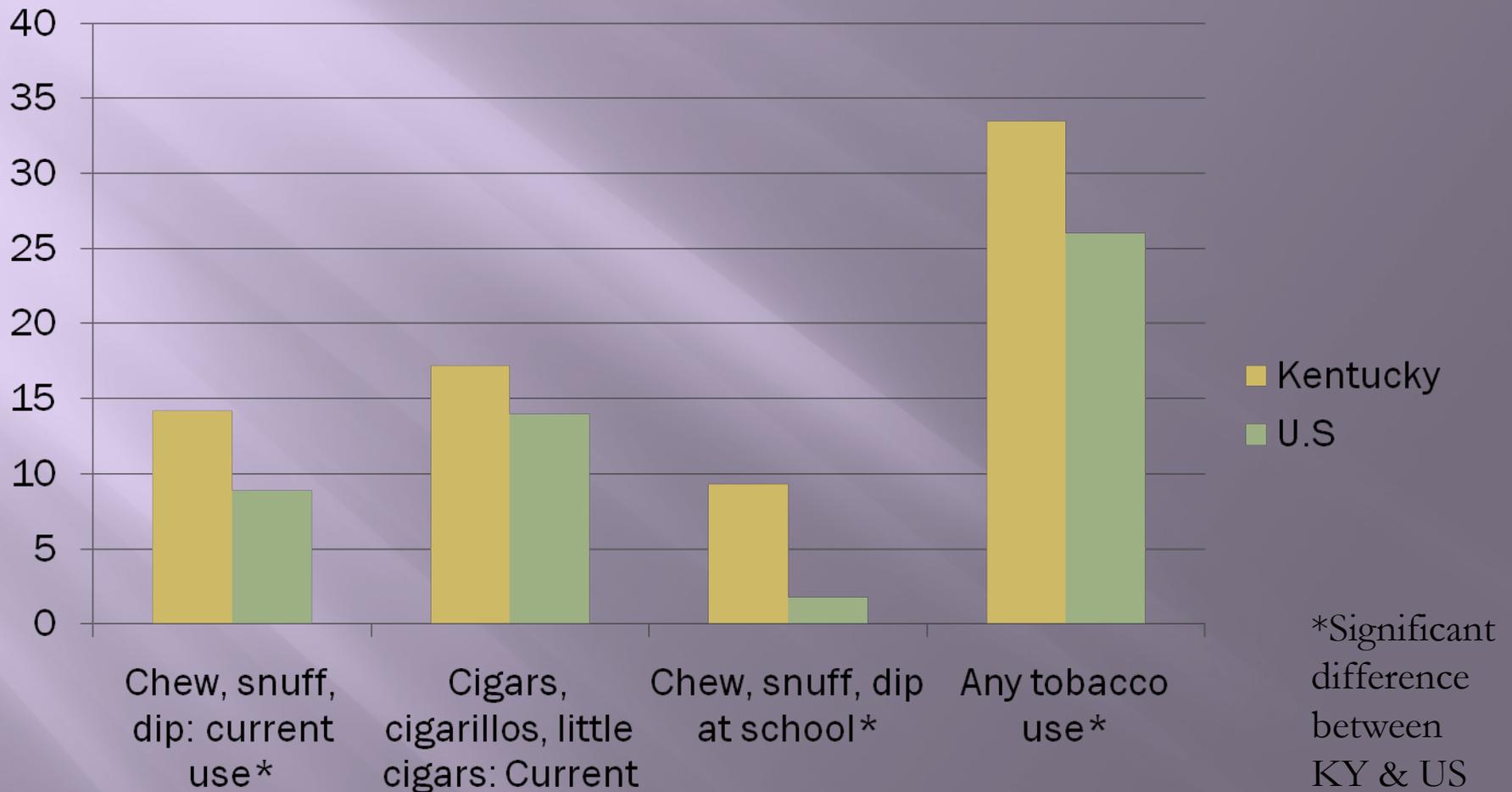
BACKGROUND AND SIGNIFICANCE

# KY - U.S. Comparison (YRBS, 2009)



CDC (2010) Youth Online: High School YRBS. Kentucky 2009 and United States 2009 Results.  
[http://www.cdc.gov/HealthyYouth/yrbs/state\\_district\\_comparisons.htm](http://www.cdc.gov/HealthyYouth/yrbs/state_district_comparisons.htm)

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# Kentucky Costs of Not Intervening

Annual health care costs

caused directly by smoking : \$1.50 Billion

Portion covered by Medicaid: \$487 Million

Residents' burden: \$583 per household

Smoking-caused productivity losses: \$2.30 Billion

Campaign for Tobacco Free Kids. (n.d.) The toll of tobacco in Kentucky.

<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=KY>



# Just a Reminder...

The money cigarette companies spent on U.S. marketing in 2006 amounted to approximately  
**\$34 million per day.**



CDC. (2010). Economic Facts About U.S. Tobacco Production and Use

[http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/economics/econ\\_facts/index.htm#spending](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_facts/index.htm#spending)

# Most Effective Evidence-based Strategies to Reduce Youth Initiation

- ▣ Higher prices for tobacco products
- ▣ Tobacco-free environment policies
- ▣ Counter-advertising mass media campaigns

CDC. (2010). Cigarette use among high school students --- United States, 1991-2009. *Morbidity and Mortality Weekly Report*, 59(26), 797-801. Accessed at <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5926a1.htm>

# How Do 100% Tobacco -free Schools Help?

- ▣ Prevent role-modeling of smoking by teachers, staff, and other students, thus setting a tobacco-free norm  
(Lovato, 2006; Barnett, 2007; Pointek, 2007)
- ▣ Decrease chance of experimentation and progression to addiction  
(Goldstein, 2003).
- ▣ Reduce barriers to quitting  
(Baillie, 2008)
- ▣ Reduce access to tobacco from friends
- ▣ Prevent secondhand smoke exposure

# Prevention of Secondhand Smoke (SHS) Exposure

**SHS exposure is**

- **linked to respiratory illness, new and exacerbated cases of asthma, heart disease, cognitive deficits and risk of breast cancer in pre-menopausal women**
- **associated with increased respiratory-related absenteeism, especially in students with asthma (Gilliland, 2003)**

# Outdoor Tobacco Smoke (OTS)

- Outdoor secondhand smoke (SHS) is just as dangerous as SHS indoors, depending on proximity to active smokers, number of cigarettes and weather conditions.
  - OTS detected at up to 6 ft away from ONE active smoker.
  - With 2-3 active smokers, 20 ft. recommended

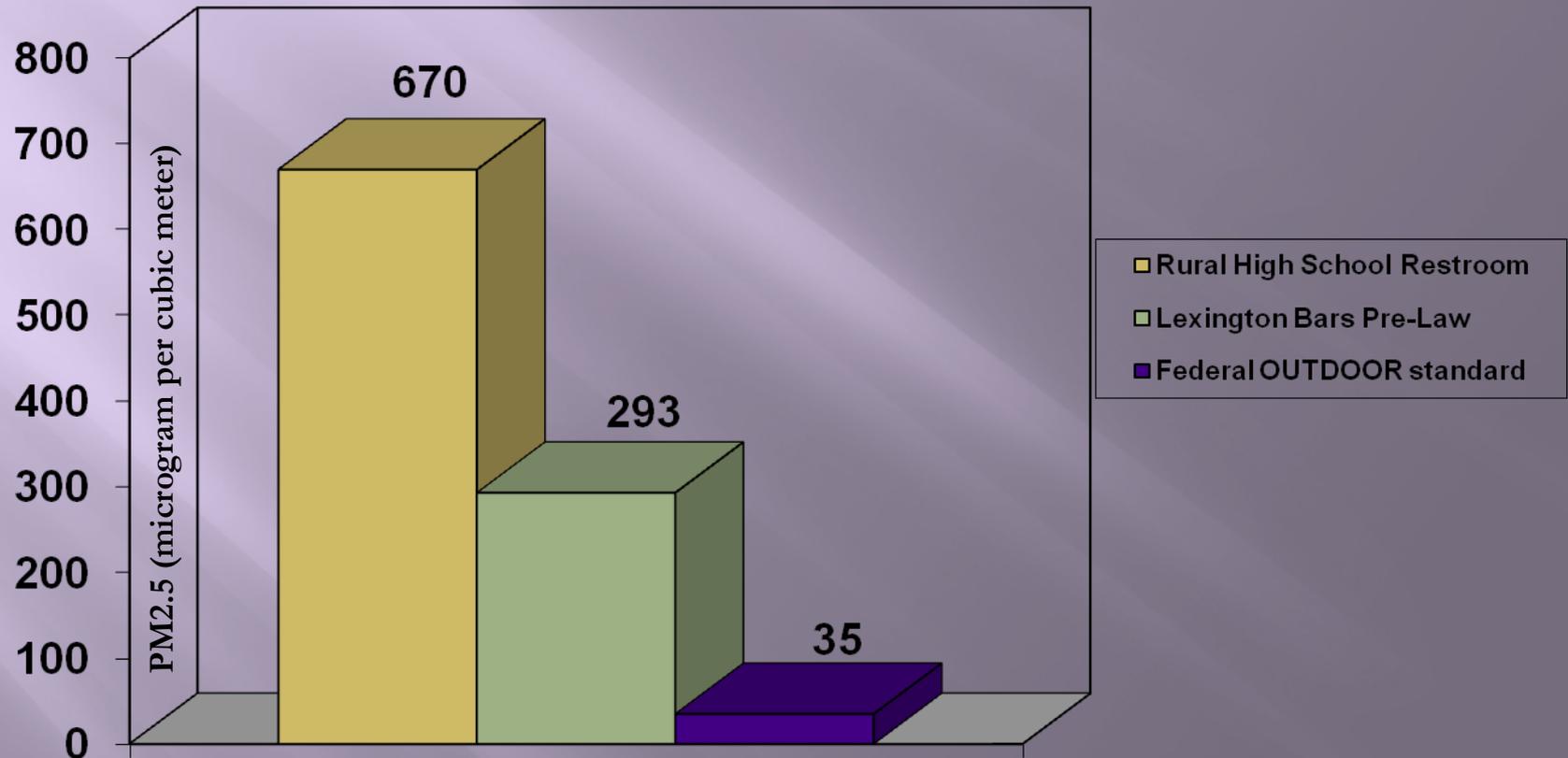


# SHS Exposure Affects Addiction and Future Quit Attempts

- ▣ Smokers reporting two sources of SHS exposure were less likely to intend to quit or to have quit attempts than those with one or no source of exposure
- ▣ The number of sources of SHS exposure was significantly associated with nicotine dependence.

Okoli CTC, Browning S, Rayens MK, Hahn EJ. (2007). Secondhand tobacco smoke exposure, nicotine dependence, and smoking cessation. *Public Health Nursing* , 25(1), 46–56

# Air Pollution in a Rural Kentucky High School Student Restroom is 19 Times the Federal Outdoor Air Quality Standard and Over 2 Times Higher than Lexington's Bars, Pre-Law



Note. The National Ambient Outdoor Air Quality Standard (NAAQS) for PM2.5 is 35  $\mu\text{g}/\text{m}^3$  for 24 hours. There is no Indoor Air Quality Standard.

# Experimentation Can Quickly Lead to Addiction (DiFranza, 2002)

- ▣ Symptoms of tobacco dependence develop rapidly after onset of intermittent smoking
- ★ Development of a single symptom strongly predicted *continued tobacco use*
- ★ Median frequency of use at onset of symptoms was 2 cigarettes, one day per week

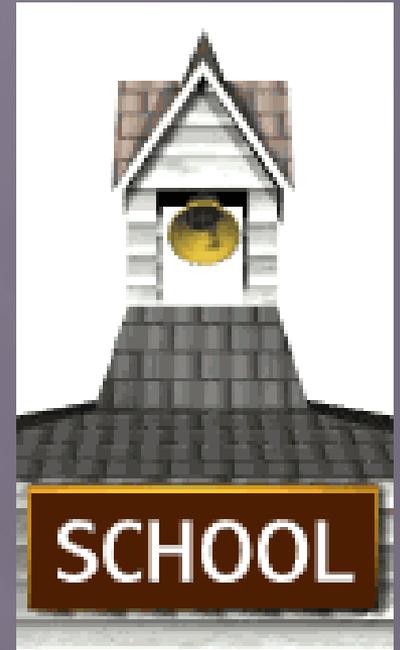


# WHAT CONSTITUTES MODEL SCHOOL POLICY?

# Model School Tobacco Policy

## ★ Prohibits tobacco:

- On all school property
- In school vehicles
- At school-sponsored events on and off school property (even fundraising)
- For students, staff, and all visitors



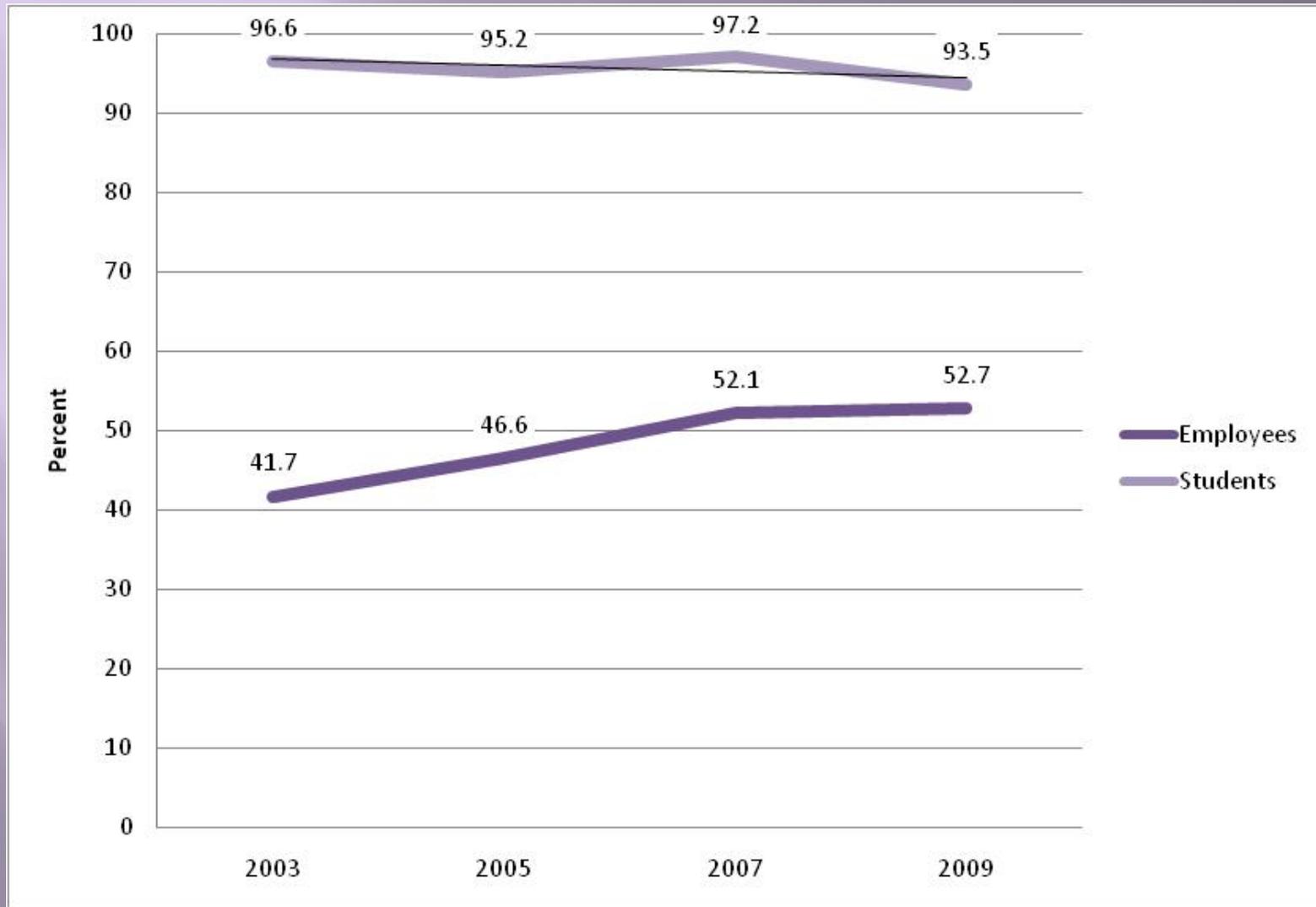
# Additional Components of Model Policy

- Tobacco ads and event sponsorship prohibited
- Brand name apparel prohibited
- Tobacco education *mandated* for violators as a part of a progressive disciplinary scheme
- Voluntary cessation interventions offered
- Research-based prevention curricula provided for all students by trained staff
- Signage communicates policy

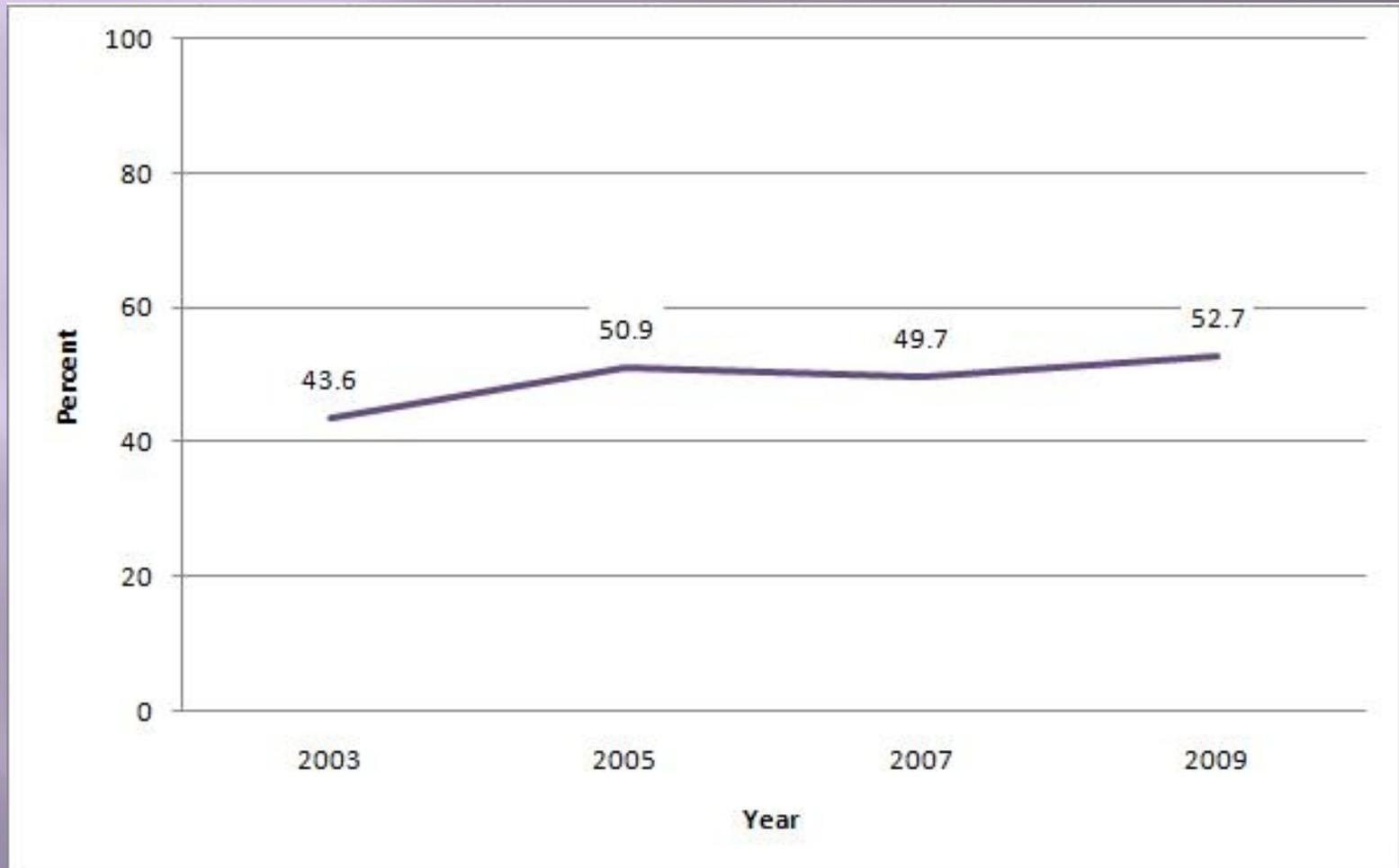


# HOW IS KENTUCKY DOING?

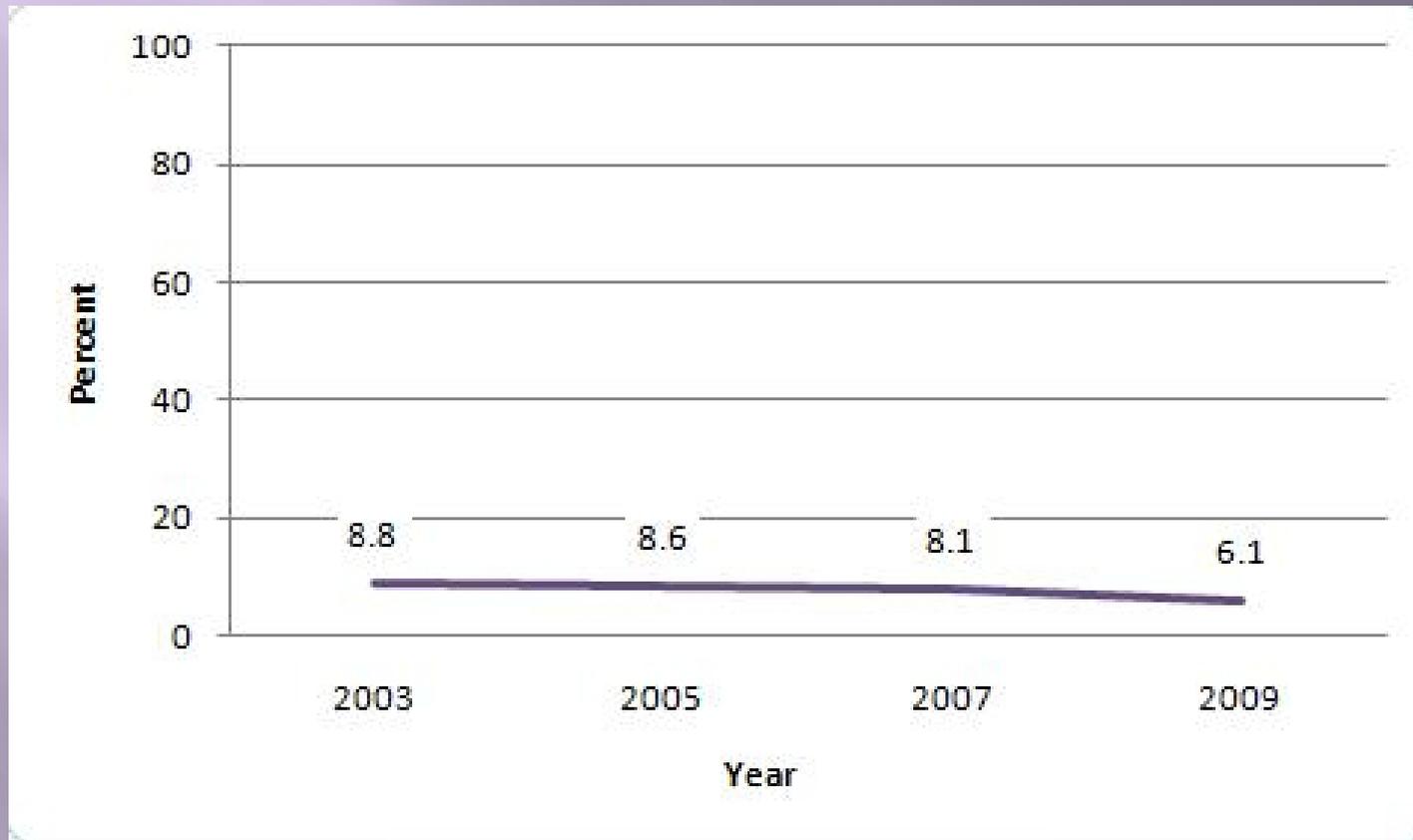
# Schools Prohibiting Smoking on School Grounds for Employees and Students



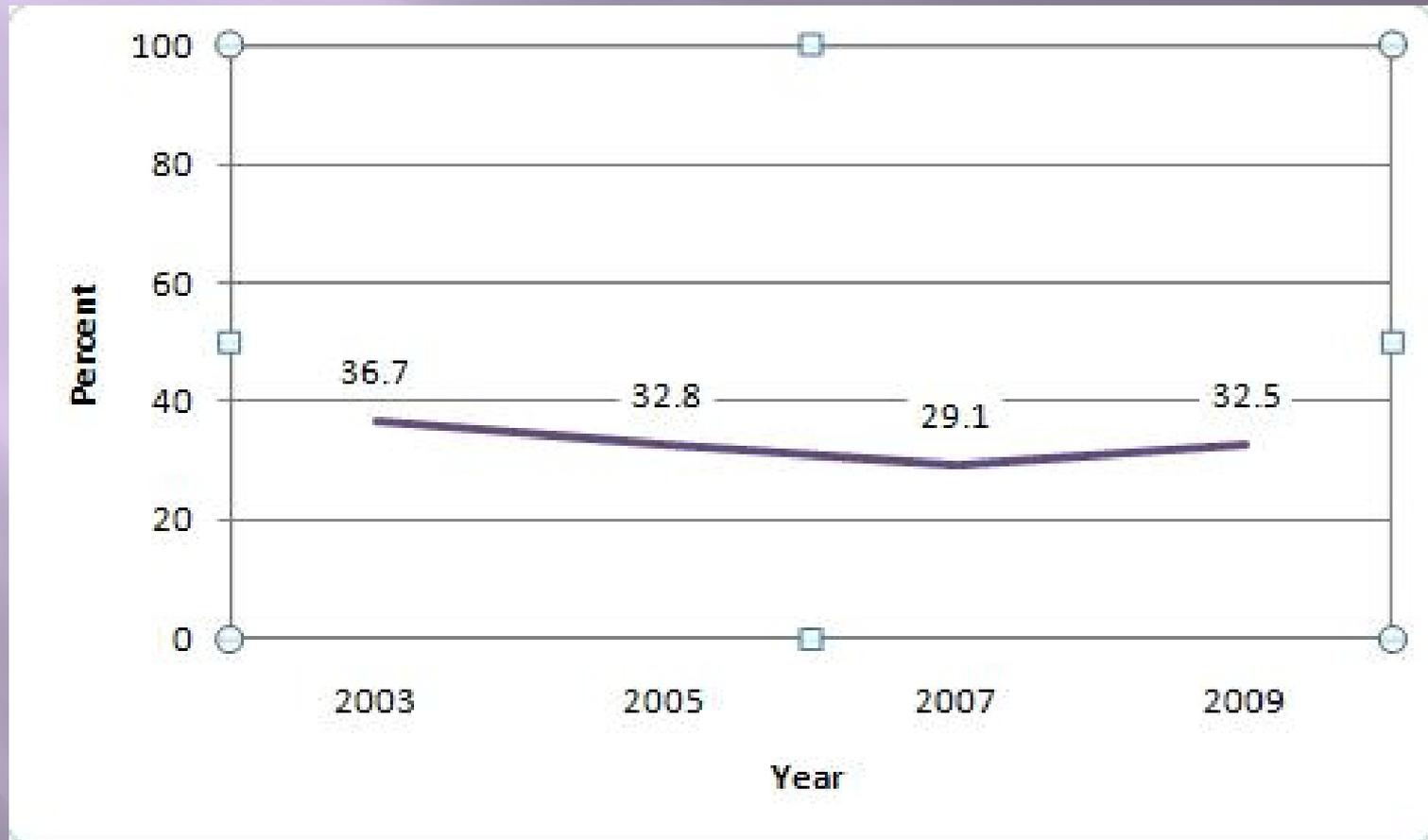
# Schools that Prohibit Smoking at Outdoor Events



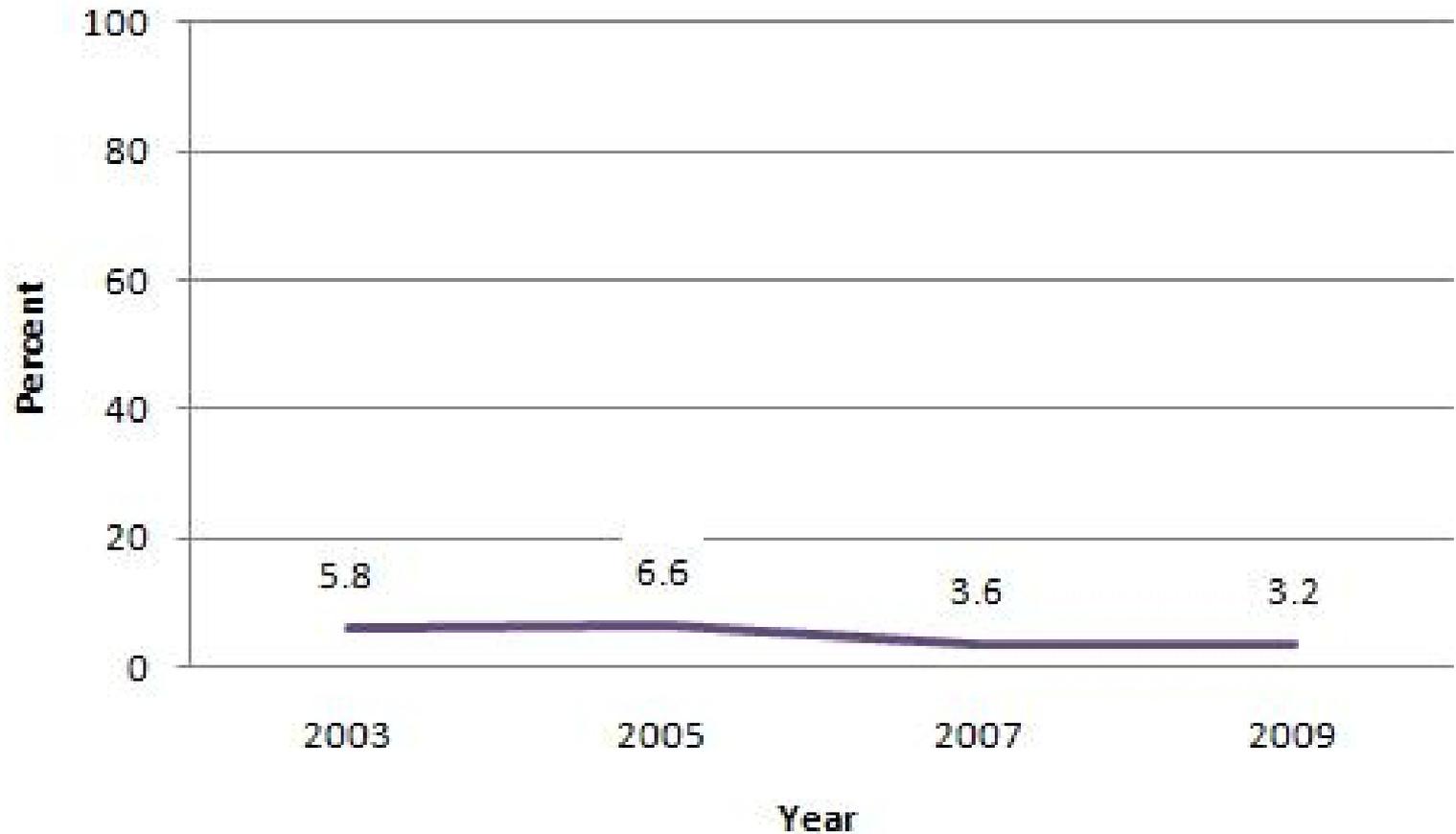
# Schools that Fundraise in Bingo Halls Where Smoking is Allowed



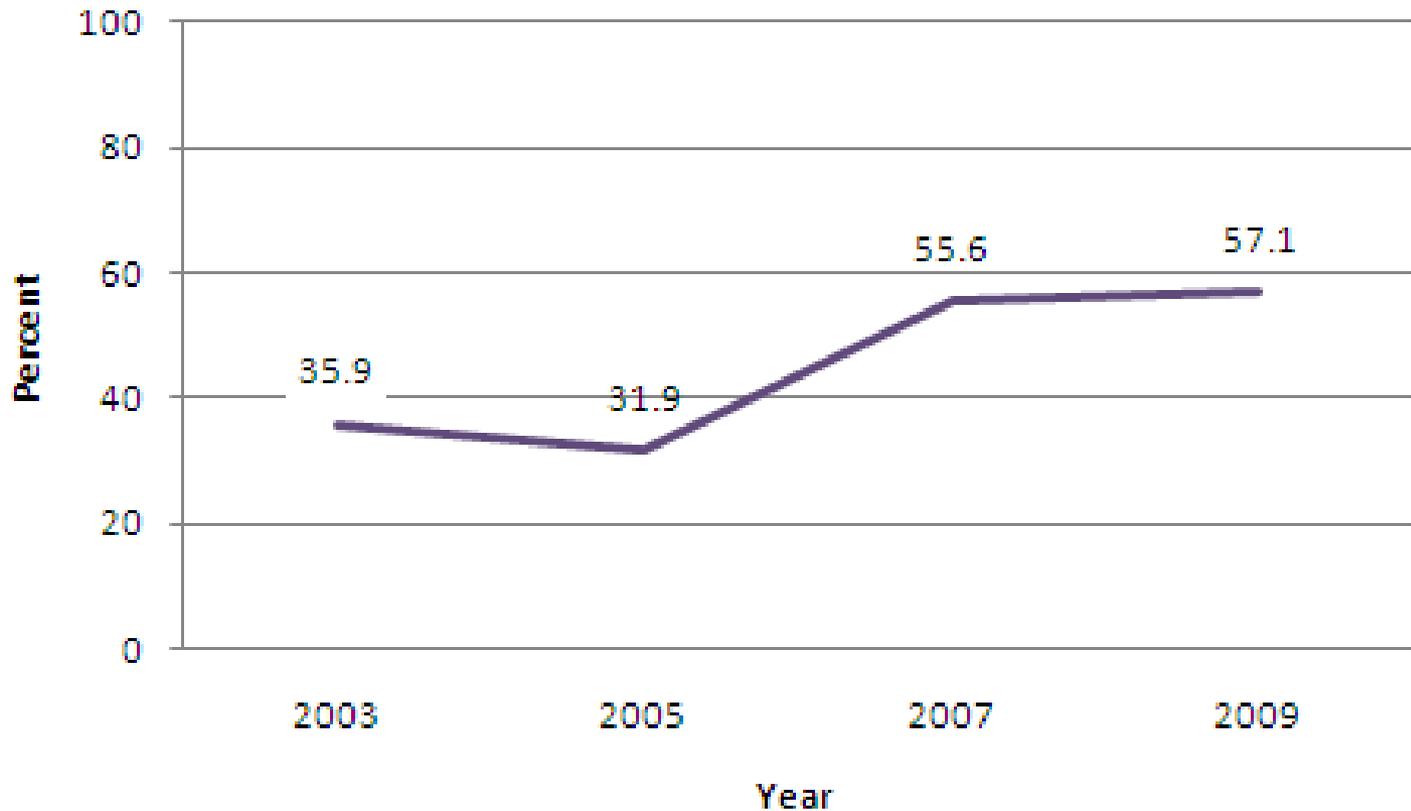
# Students Permitted to Work in Bingo Halls Where Smoking is Allowed



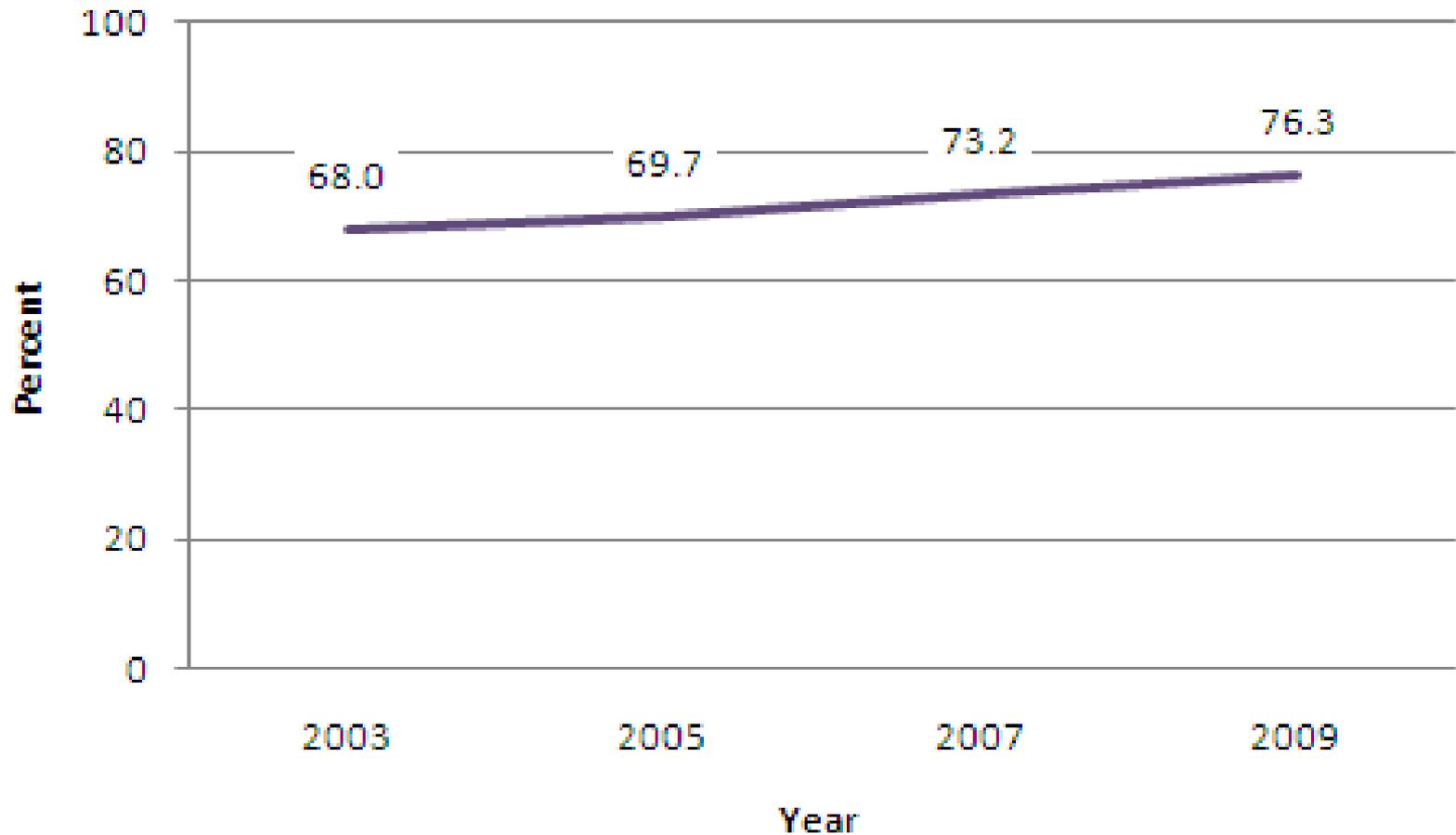
# Schools that Grow Tobacco



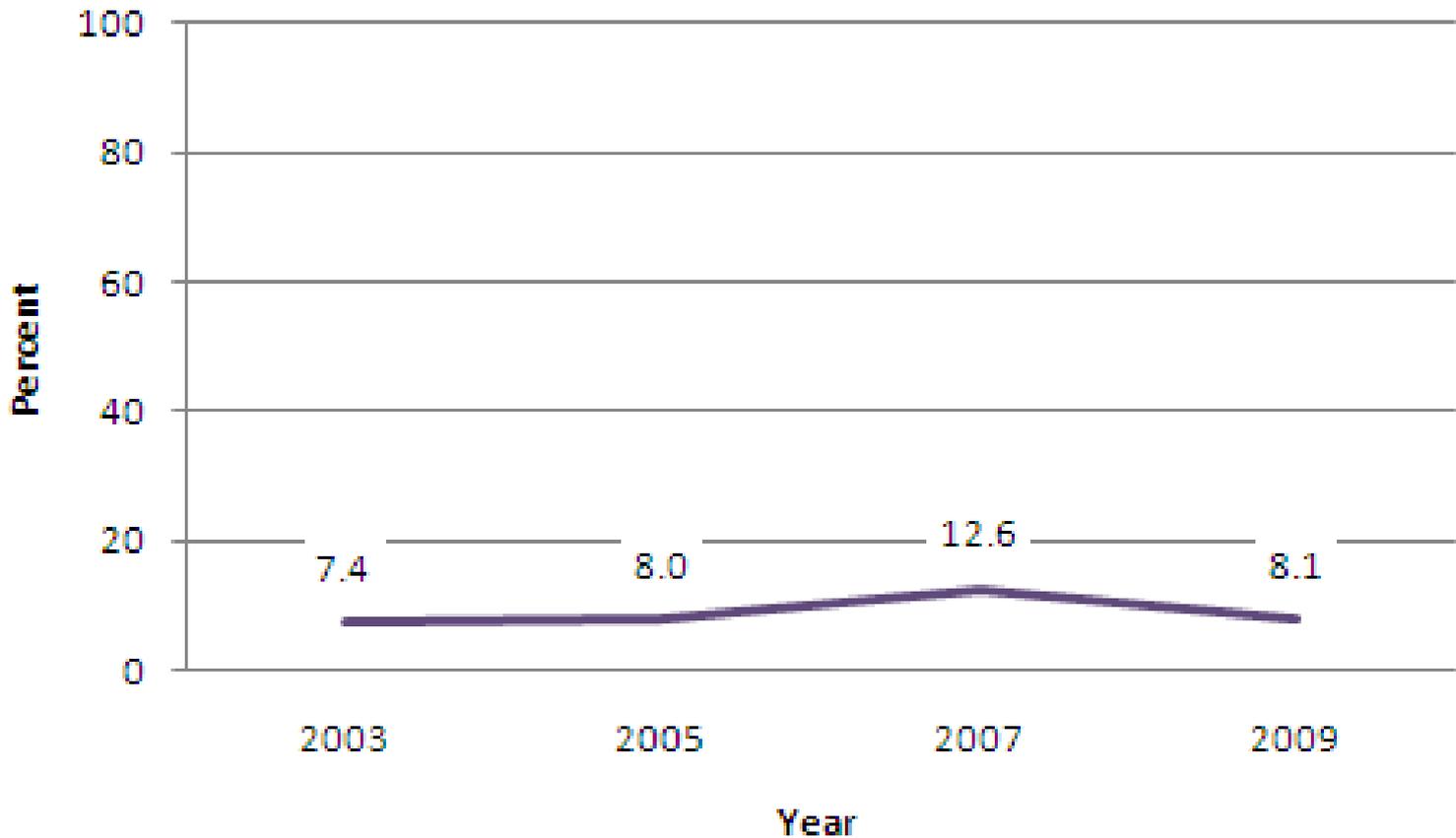
# Students Participating in Tobacco Production



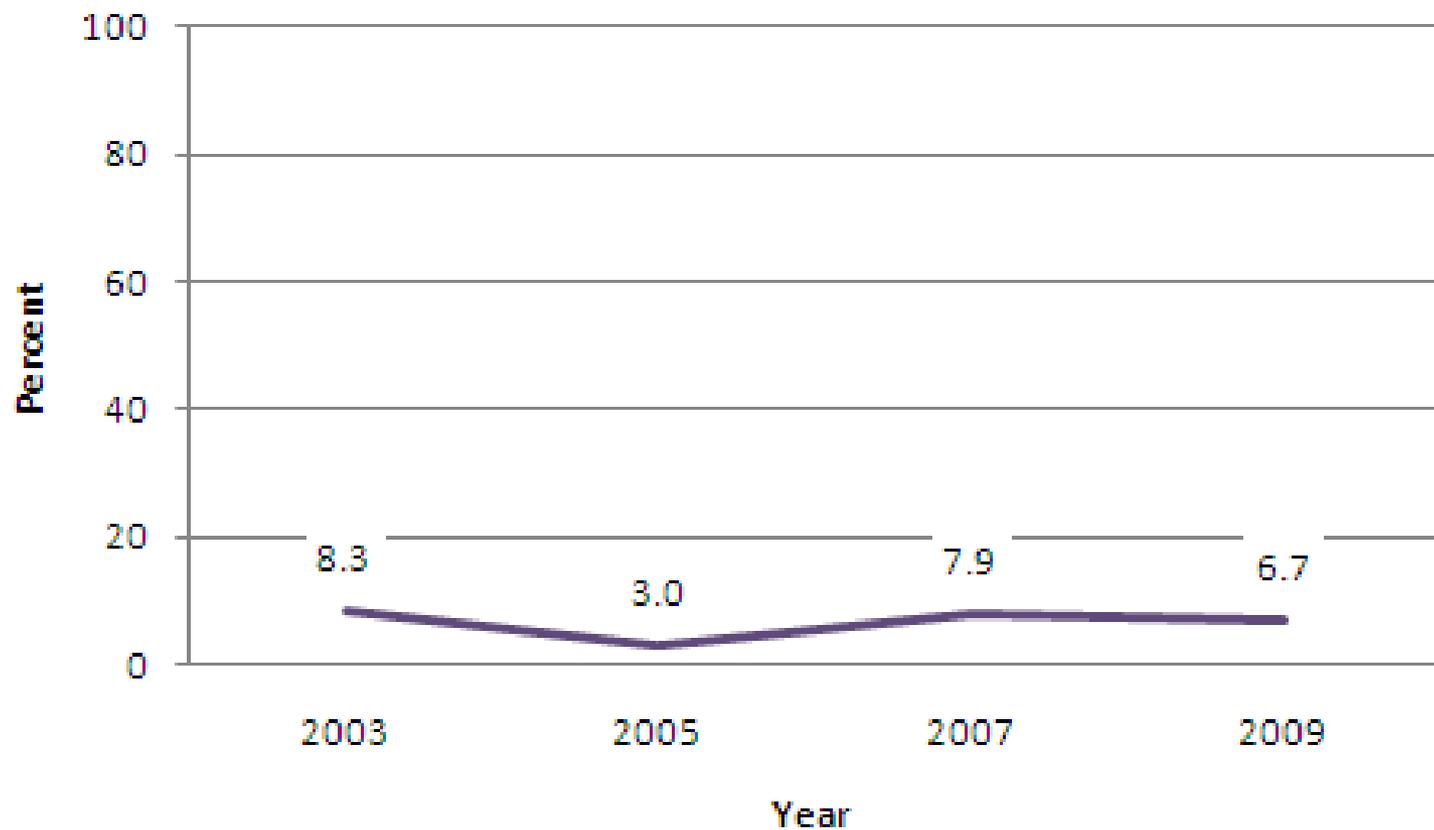
# Signs Posted



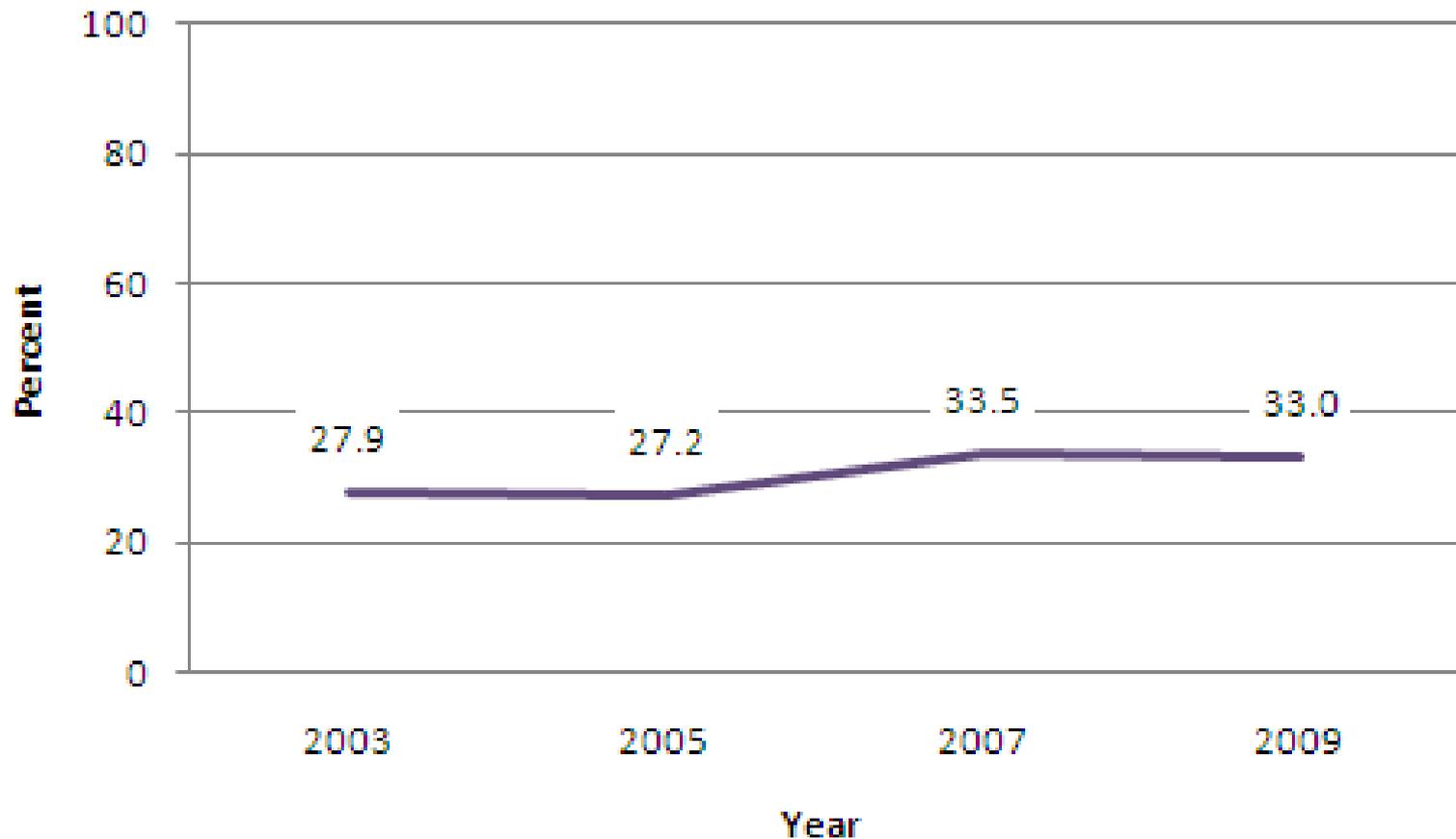
# Signs Posted in/near Restrooms



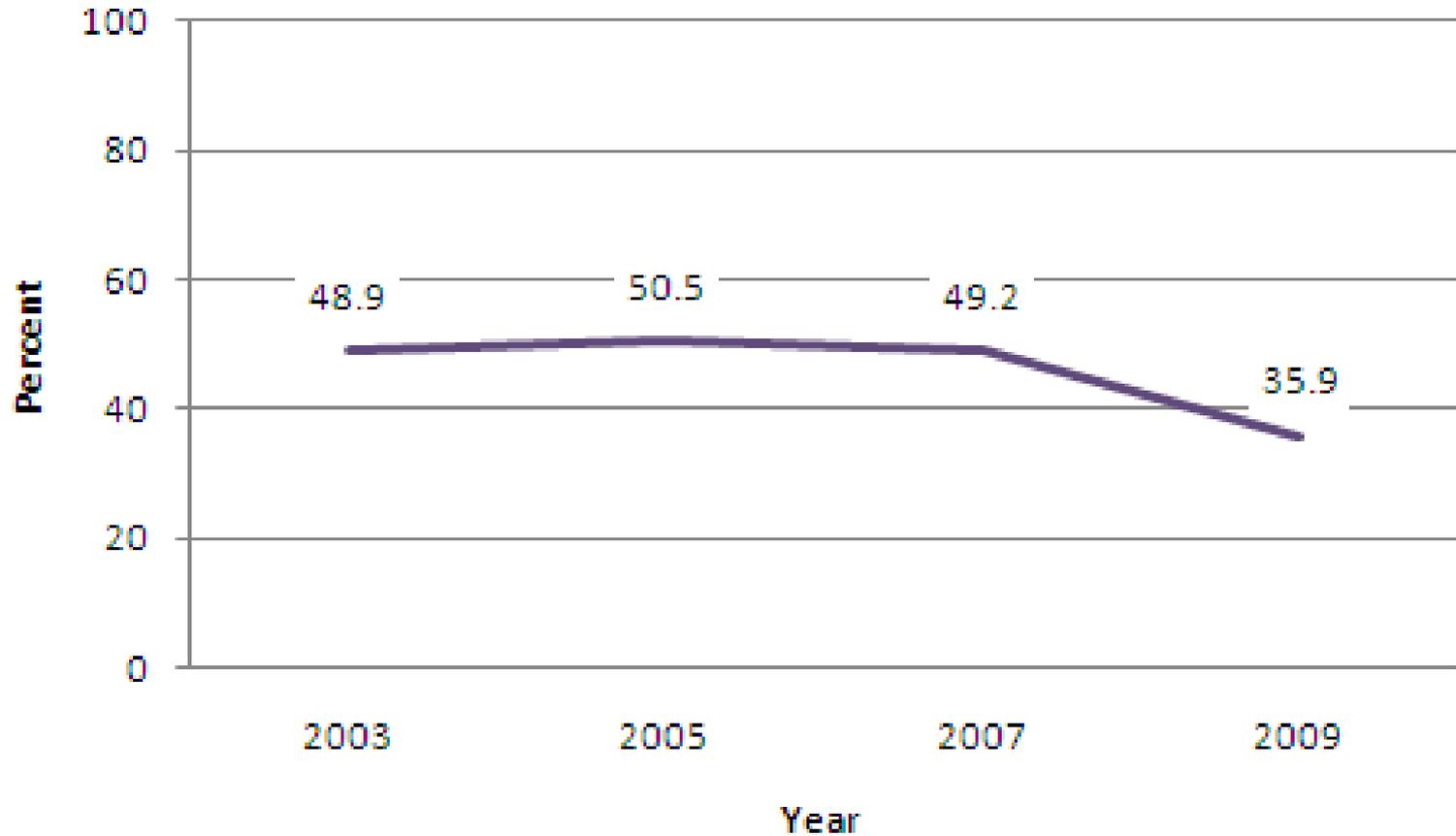
# Smoking Education Classes Offered on First Offense



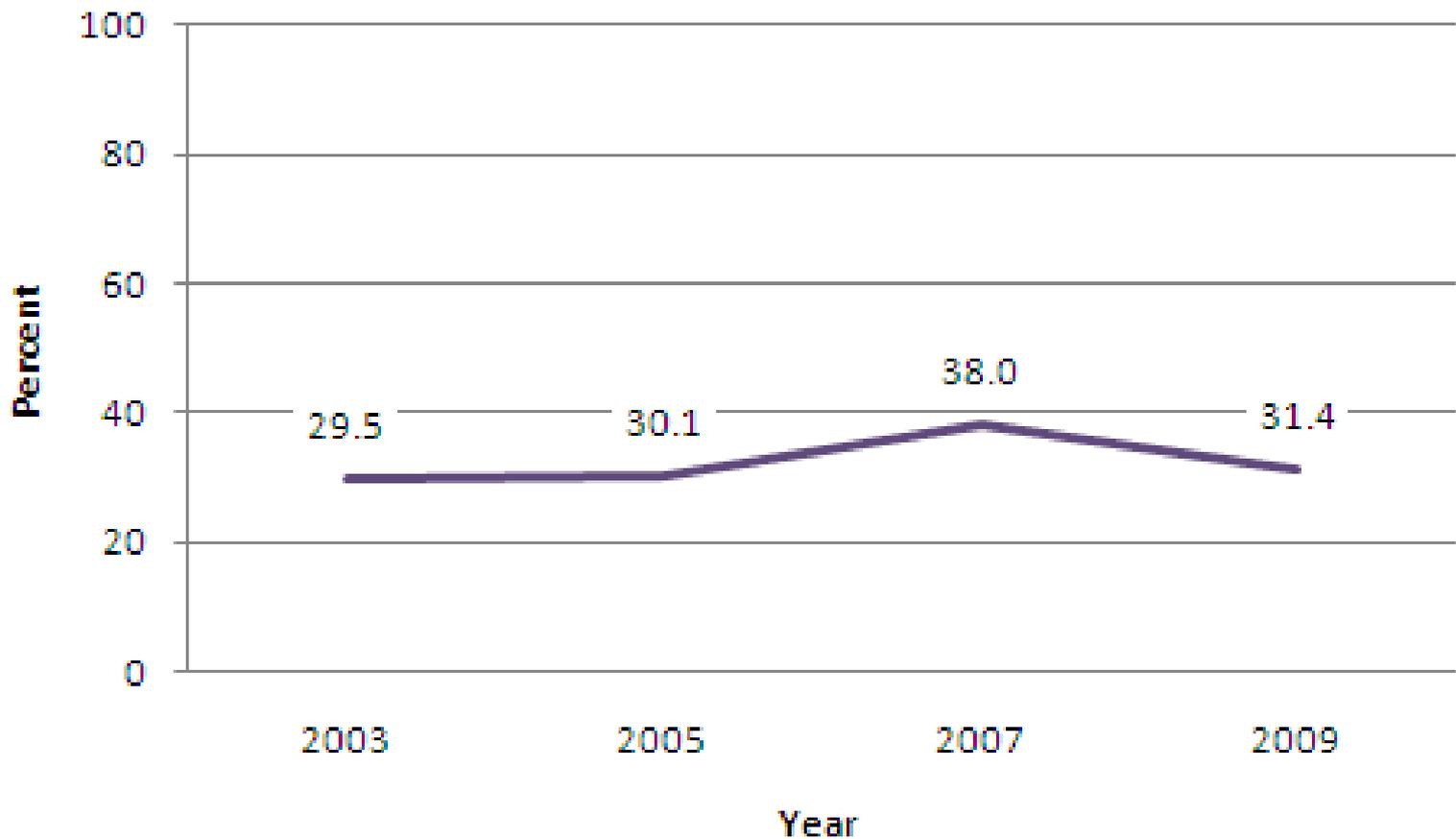
# Schools that Provide Direct Cessation Services to Students/Employees



# TEG Tobacco Education Classes Offered



# Refer to In-school Suspension on First Offense



WHY DOES KENTUCKY USE THE  
SCHOOL TOBACCO POLICY  
SURVEY AND HOW WILL IT BE  
CONDUCTED THIS YEAR?

# School Policy Interview: Purposes

- ▣ To provide data for planning and monitoring change over time (our “report cards”)
- ▣ To build rapport with schools and establish a baseline for improving school policy
- ▣ To form partnerships for tobacco use prevention and cessation and smoke-free work



# School Policy Interviews: An Overview

- ▣ Recruit middle and high schools, public and private (plus elementary schools that include 6<sup>th</sup> grade)
- ▣ Conduct phone interview with principals &/or others knowledgeable about school policy and curricula
- ▣ Document data using the online interview form and submit
- ▣ Send disposition sheets (and any hard copies of interview guide) to UK in tracking mailer provided
- ▣ Follow-up with interested school personnel

# Elements of the 2011 School Policy Interview

- ▣ Where and when students, teachers, staff, and visitors are banned from using tobacco
- ▣ How the policy is communicated
- ▣ How the policy is enforced
- ▣ How violators are handled
- ▣ Existence of cessation resources
- ▣ Existence of research-based curricula
- ▣ Student advocacy regarding tobacco
- ▣ Other environmental factors related to tobacco, nutrition and exercise
- ▣ Interest in policy change



# Contacting Schools

- ▣ Check list of schools for accuracy
  - School name and address
  - Contact name
  - Phone number
- ▣ Before you contact a school, fill out the school information on a disposition sheet
- ▣ Call the school and ask for the principal
- ▣ Introduce yourself
- ▣ Explain purpose of interview (see protocol)
- ▣ Explain that all KY middle and high schools (schools that house the 6<sup>th</sup> grade if it is an elementary school) are being asked to participate
- ▣ Say interview will last 25-30 minutes
- ▣ Explain how information will be used

# Conducting the Phone Interview

- Choose a convenient time with minimal opportunity for interruption
  - Avoid beginning & end of school and meal times
- Get complete information...ask clarifying questions if needed
- Don't *offer* the “I don't know” option



# Conducting the Phone Interview

- ▣ If person being interviewed is uncertain about an answer, complete the interview and ask for another school contact who may have the missing information
- ▣ You may need to talk with more than one person to get the correct information! In this case, make sure you adjust the end time to reflect the total time of the interview
- ▣ Wait until **AFTER** the interview to discuss issues or further comments about the questions



# Averting Refusals

- If hesitant to participate:
  - “You sound busy....when is a more convenient time to call?”
  - “There are no right or wrong answers. We are interested in what you are doing, so that we can be more effective in planning our health programs”
  - “The information will be kept confidential. The information will be summarized by health department service area, not by individual school”



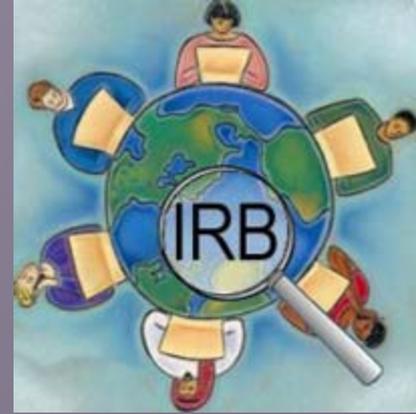


# Proper Phone Etiquette

- Find the most convenient time
  - Know the school schedule
  - Avoid beginning/ending, and meal times
- Be sensitive to time constraints
- Be polite
- Use nonjudgmental approach



# Human Subjects Protections



- ❑ Voluntary participation
- ❑ Minimize barriers to participation
- ❑ Understanding the benefits of participation
- ❑ Right to withdraw or refuse to answer
- ❑ Confidentiality
  - Do not include names of the interviewees on the actual interview form.
- ❑ Be sure to communicate the importance of Human Subjects Protections with any helpers!

# Located On the Website

<http://www.mc.uky.edu/tobaccopolicy/>

- ▣ Link to the 2011 School Tobacco Policy Interview Guide
- ▣ Hard copy of the 2011 School Tobacco Policy Interview Guide
- ▣ Blank disposition sheet
- ▣ School list and county code for each county
- ▣ Cheat sheets for conducting interviews
- ▣ 2011 School Tobacco Policy Protocol
- ▣ Follow up sheet
- ▣ Letter to schools

# Preparing for the Interview

Go to our website:

<http://www.mc.uky.edu/tobaccopolicy/>

and click on Data Collection Forms – once you log in, you will select 2011 School Tobacco Policy

- ▣ Print your school list (see example, next slide)
  - If more than one person will be conducting the interviews, please assign schools to avoid interviewing a school twice.
- ▣ Read the 2011 School Policy Protocol – and *print* the Cheat Sheets to keep at your fingertips
- ▣ Print one Disposition Sheet for every school

# School List

County - County Code	School ID	School Name	Principal	Phone	Type	Grades
<b>Buffalo Trace</b>						
Robertson - 505						
	505-020	Deming High School	Jeremy McCloud	(606) 724-5421	Public	07-12
	505-010	Deming Elementary School	Jeremy McCloud	(606) 724-5421	Public	K-06
Mason - 391						
	391-410	Saint Patrick School	Michael Kirry	(606) 564-5949	Private	PS-12
	391-050	Mason County Middle School	Elizabeth H. Cook	(606) 564-6748	Public	06-08
	391-030	Mason County High School	Steven G. Appelman	(606) 564-3393	Public	09-12

# Entering Data Online



- ❑ From the 2011 School Tobacco Policy Page on our website, click on the 2011 School Tobacco Policy Interview Guide.
- ❑ NEW THIS YEAR...We're using a new survey tool called, "REDCap Survey" to collect data. From our School Policy webpage, click on 2011 School Tobacco Policy Interview Guide and you will be redirected to the REDCap survey.
- ❑ Select responses by clicking on the appropriate response choice.



# Entering Data Online



- Skip patterns are automated. A “yes” response to the question below will move you to follow-up questions, and a “no” response will skip you to the next question.

**Indoor Smoking Policy**

1. Does your school have a policy that bans indoor smoking?

Yes     No (If no, skip to #2)

- When a response is different than the available choices, click “other” and you will see a text box pop up for you to type the response. Please do not use the OTHER box to provide comments about choices selected. These types of comments should be entered at the end of the survey in “Comments.”

# Entering Data Online



- ❑ Type any clarifications in the space provided at the end.
- ❑ The school ID, school name, county, county code, type of school, title of person being interviewed, your name, and start/end times are required before you can submit the survey.

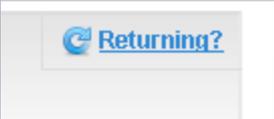
# Submitting Forms Online

## New “Save and Return Later” Feature

- If you need to finish the interview at a later time, you can click “save and return later” located at the bottom of the page – you will receive a verification code. You **MUST** write down the verification code to return to the survey later...*this code cannot be retrieved if you lose it.*
- To return to the interview, click “returning” at the top right of the page and enter the verification code.



Save & Return Later



Returning?

### School Tobacco Policy 2011

To continue the survey, please enter the validation code that was given to you, and click the *Submit* button.

Submit Code

# AFTER Each Interview

- ▣ Check over entire form before clicking “submit” to see that all responses are checked.
  - Make sure the school ID # matches the school name.
  - Make sure the 6-digit school ID #s matches that on the school list. (The School Code consists of your 3-digit county code and the school code.)
  - Include all zeroes when you enter the school code (Example: 002, not 2).
- ▣ If you collect the information on a paper version of the form and then submit online, send the paper forms to UK in the mailer provided.
- ▣ File away any paperwork until you have conducted all interviews for your district/county.



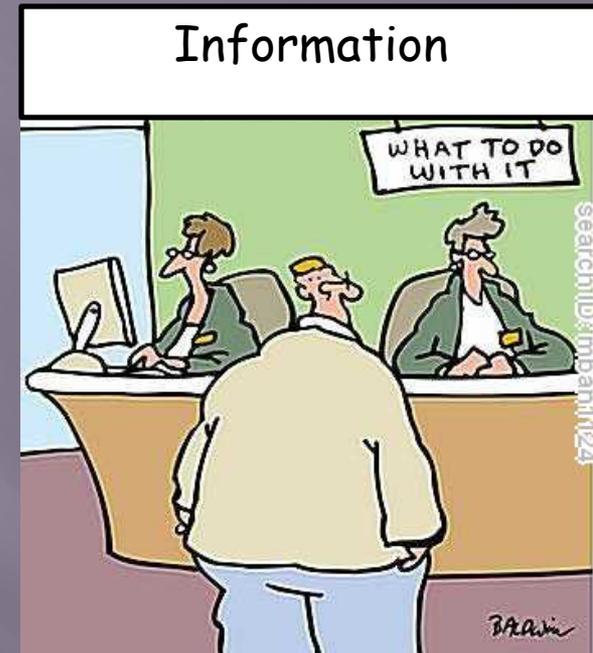
## When ALL Interviews are Complete

- When all interviews are completed, return to the Data Collection section and enter your credentials. Click on School Tobacco Policy 2011 and “Request UPS 2<sup>nd</sup> Day Mailer” – you will be redirected to a very brief survey that asks for your name, health department (district if applicable) and address. Once you have submitted that survey, you will receive your mailer in 5-10 business days.
- Mail the Disposition sheets and any completed interview forms to UK in the mailer. *If you interview while submitting online, just send disposition sheets to UK.*  
Everyone sends Disposition Sheets!
- *Keep* a copy of the School List for future contacts...indicate which schools are interested in more information.
- Do not keep copies of the interview forms; send to UK.

# WHAT'S INVOLVED IN FOLLOW-UP WITH MY SCHOOLS?

# Follow-Up Contacts with Schools

- Gather materials requested (i.e. policy development information, cessation resources, prevention curricula)
- Send materials requested along with a thank you letter.
- Initiate follow up on areas needing improvement
- Involve community partners to advocate for policy improvement



# Follow-Up Contacts with Schools

28. Are you contemplating changes in your smoking policy?

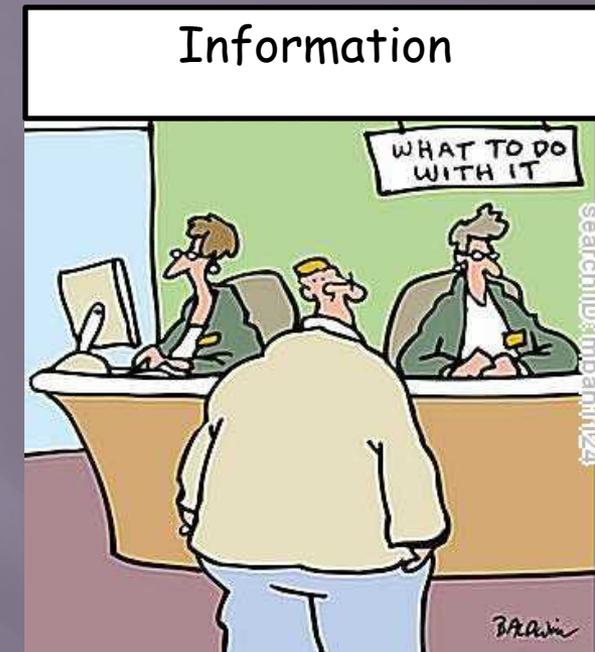
Yes  No

29. How interested are you in receiving assistance on changing your smoking policies?

Very interested  
 Interested  
 Not interested

30. Would you be interested in receiving information pertaining to tobacco education, statistics or trends?

Yes  No



# Prevention Resources

- ▣ National Registry of Effective Programs, sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA) of DHHS at <http://nrepp.samhsa.gov/>
- ▣ Preventing Drug Use among Children and Adolescents: A Research-Based Guide, sponsored by NIDA at <http://www.nida.nih.gov/Prevention/examples.html>
- ▣ Research-Tested Intervention Programs, sponsored by the National Cancer Institute (NCI) of DHHS at <http://rtips.cancer.gov/rtips/index.do>
  - Has a section on adapting programs to communities

# Policy Resources

- ▣ **KDPH Tobacco Free Schools website**  
<http://chfs.ky.gov/dph/info/dpqi/hp/tobaccofreeschools.htm>
- ▣ **Fit, Healthy, and Ready to Learn: A School Health Policy Guide by National Association of State Boards of Education**  
<http://nasbe.org/index.php/shs/53-shs-resources/396-fit-healthy-and-ready-to-learn-a-school-health-policy-guide>
- ▣ **How Schools can help Student Stay Tobacco-free by The Campaign for Tobacco-Free Kids (2009)**  
<http://www.tobaccofreekids.org/research/factsheets/pdf/0153.pdf>

# Treatment Resources for Youth

- ▣ TEG Alternative to suspension (ATS)
- ▣ TAP Treatment program
- ▣ N.O.T. ATS and treatment programs
- ▣ Brief interventions in school
- ▣ Kentucky's Tobacco Quitline
- ▣ BecomeAnEX.org?
- ▣ Other programs offered locally

# Use Brief Interventions

- ▣ Modify effective adult cessation models for youth
- ▣ Train school personnel to deliver brief, *tailored* interventions

## Resources

- ▣ American College of Chest Physicians (ACCP) Tobacco Treatment Toolkit for all professionals  
<http://tobaccodependence.chestnet.org/>
- ▣ Clinical Practice Guideline: Treating Tobacco Use and Dependence: Update 2008  
[http://www.surgeongeneral.gov/tobacco/treating\\_tobacco\\_use08.pdf](http://www.surgeongeneral.gov/tobacco/treating_tobacco_use08.pdf)

# Additional Cessation Recommendations (Horn, 2008)

- ▣ Make more youth aware of the program
- ▣ Target youth most likely to use the program (early initiators, high daily smoking, made quit attempts)
- ▣ Recruit using face to face communication with facilitators (those conducting the program)
- ▣ Graduates of cessation programs can also help market

# 100% TOBACCO-FREE POLICY MAKING IT HAPPEN!

# **100% TOBACCO-FREE POLICY MAKING IT HAPPEN!**

- **Building Demand: Advocating for Policy**
- **Developing Policy: It's a Process!**
- **The Long Haul: Positive, Caring, Consistent and Responsive Implementation**

# Advocating for Effective School Policy: Key Strategies Used in North Carolina to Build Demand

(Summerlin-Long & Goldstein, 2008; Goldstein, 2003)

- ▣ **Leadership from organizations and individuals**
  - Letters from Governor and successful districts
  - Technical Assistance
  - Forums on Leadership and Policy

# Advocating for Policy: Local Opinion

## *Demonstration of Local Opinion in Support of Policy*

- Opinion polls provided political cover
- Students did unscientific surveys and presented to Board, including:
  - Data from Principals re cost/benefits
  - Data from parents at football games
- These messages addressed perceived barriers (*i.e.* that teachers would quit and athletic fans would complain).

# Advocating for Policy: Community Coalition, Local Leaders & Youth Advocates

## Grassroots organizing

- ▣ Strong community coalition - multiple stakeholders influenced School Board
- ▣ Youth Groups – key informants felt that hearing from trained students was effective
- ▣ Enlist local leaders who want 100% policy  
(RPC, BOH, medical professional organizations, PTA, Mayor, Chamber of Commerce , Cooperative Extension)
- ▣ Use technical assistance:

<http://www.site.kytobaccofreeschools.com/Home.html>

<http://www.kcsp.uky.edu>

# Advocating for Policy: Key Messages

- *Adult role modeling* affects youth smoking
- *Health effects* of smoking and secondhand smoke (short-term & long-term) were *personalized* (band members, kids with asthma)
- *Success of policy in other districts (use your School Policy Data)*
  - Policy succeeded
  - Fears unfounded
  - Staff/concessions not lost
- *Diminishing economic role of tobacco*
- Jump on the bandwagon; *don't be last!*

# Developing Policy: The *Process* is Important

- Get administrative support at all levels
  - Lead on public health matters
- Planned, deliberate planning, implementation, and evaluation approach
- Take time to create buy-in
  - 9-12 months planning phase prior to implementation
- Get the right people around the table
- Prepare to sustain a tobacco-free infrastructure beyond implementation

# Possible Stakeholders for Planning and/or Implementation Committees

- Administration
  - Board of Education
  - Central Office
  - Principals/Assistant Principals
  - Pupil personnel
  - Human resources
  - Building and Grounds
  - School Health Coordinator
  - Public Affairs
  - Legal Counsel
- Faculty
- Staff
  - Security
  - Custodial
  - Cafeteria
- Student Government & Y.E.S. or T.A.T.U. groups
- Athletics
- Site-based Decision-Making Councils
- PTA/PTO/PTSA
- Neighborhood Associations
- Health Department

# Possible Sub- Committees

- ▣ **Facilities/Boundaries/Signage**
- ▣ **Communications/Marketing/Education**
- ▣ **Tobacco Treatment/Addiction Management**
- ▣ **Compliance**
- ▣ **Good Neighbor**

# What and Who are Covered?

- ▣ All forms of tobacco including but not limited to:
  - cigarettes (traditional and e-cigarettes)
  - cigars
  - pipes
  - Hookah or waterpipe smoking
  - smokeless tobacco products (chew, snuff, snus)
- ▣ Faculty, staff, students, visitors, vendors, and contractors—*Everyone who is on our campus and outlying facilities*

# Who Will Enforce?

- Utilize existing resources by modifying student handbooks, HR policies, and vendor contracts to address tobacco use
- Systematize enforcement for students and employees:
  - Provide progressive discipline (starting with education)
  - Ensure that violators receive treatment info & referrals
- Visitors may be asked to leave if unresponsive to messaging
- How will others be involved?
  - Develop scripts of positive, consistent messages

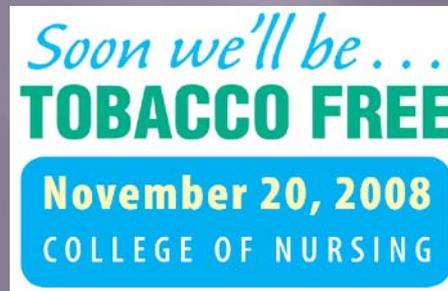
# The 3 **T**s of Tobacco-free Policy Implementation



- **TELL** about the policy via good signage and integrated communication (Use KDPH website and KCSP one-pager on Implementation)
- **Treat** tobacco users by providing free NRT (for adults) and a wide menu of counseling/behavioral support
- **Train** administrative personnel, faculty, staff, and security in firm yet compassionate scripting in handling violators (including treatment referrals).

# Compliance is Everyone's Business!

- *Goal:* To create an environment of compliance
- Communicate implementation date early and often!



# Compliance: Signage



- ▣ Successful messages are upbeat and positive!



# Communication: Social Reinforcement

## Because

Many health care providers in our community have joined the Tobacco-Free Health Care Collaborative of Kentucky and will be going completely tobacco-free on our campuses in 2008.

Our mission as health care providers is to not only treat the sick, but also to improve the health and well-being of our community.

- ♥ The Centers for Disease Control reports the adverse health effects from smoking are attributed to 1 out of 5 deaths nationally each year
- ♥ In 2006, the Surgeon General reported that secondhand smoke exposure causes disease and premature death in children and adults who do not smoke

You will no longer be exposed to the dangers associated with tobacco use and secondhand smoke when you visit our campuses. We are increasing support to patients, visitors and staff as we adopt this new healthy environment policy and will offer tobacco cessation courses, support groups and clinical support to assist anyone interested.

**H** For more information on the initiative, contact a health care provider directly or visit <http://www.kyha.com/TobaccoFree/Main.htm>.

- ♥ Bluegrass Community Hospital
- ♥ Bourbon Community Hospital
- ♥ Central Baptist Hospital
- ♥ Flaget Memorial Hospital
- ♥ Georgetown Community Hospital
- ♥ St. Claire Regional Medical Center
- ♥ Saint Joseph Berea
- ♥ Saint Joseph East
- ♥ Saint Joseph Hospital
- ♥ Saint Joseph London
- ♥ Saint Joseph Martin
- ♥ Saint Joseph Mount Sterling
- ♥ UK HealthCare



## We ! Care.

### It Feels Good to Call Myself a Non-Smoker



"My name is Lee Ann Smith. I work at Central Baptist Hospital and up until a few months ago, if you couldn't find me at my desk in Purchasing, I was probably out in the smoking area.

I started dabbling with smoking in high school, and it became an everyday habit in college. I worked myself up to smoking a pack and a half a day, sometimes two packs a day.

My cigarettes were my best friend. If I got nervous, upset, even happy, my cigarettes were there for me.

My father died of lung cancer 10 years ago, and people have asked me if that made me want to quit smoking. Yes, it did, but it was a difficult time for me, and I wasn't strong enough to do it then.

Last February, I got bronchitis, and I was sick for about a month. I would drag myself out of bed every morning to go to work and go straight back to bed when I got home. I realized that this was no way to live my life. Smoking had started to really take its toll on me.

I went to see my doctor about my bronchitis, and he told me about a new drug that his patients were having success with. I didn't have much confidence in it because I'd tried to quit before. But I got the prescription filled, and it didn't take long until I started to notice my cigarettes tasted and smelled bad.

I went through a mourning period when I first quit; it was like losing a friend. **But now it feels good to call myself a non-smoker.** It helps that I have a support system of co-workers, friends and family members who have encouraged me along my journey. You have to make changes, but if you have the right attitude about it, it can be fun. It's a struggle, but it's getting better."

February 2008 Central Baptist Hospital Care Central

# Compliance: Positive Reinforcement and Incentives may Help

**UK HealthCare**

*UK HealthCare is now tobacco free. We apologize for any inconvenience or discomfort this may cause you during your visit with us.*

*This coupon entitles you to a free cup of coffee and a \$2.00 discount on nicotine gum.*

**FREE 12 oz coffee  
or soda**

Valid at any UK HealthCare Cafeteria, coffee shop, Wild Cat Cafe, Good Samaritan, KY Clinic & the Whitney Hendrickson Café

Expires Feb 28, 2009  
(Visitors & Guests Only)

**\$2.00 off**

**Nicotine Gum**

Valid at the Gift Shops  
At UK Chandler & UK  
Good Samaritan

Expires Feb 28, 2009  
(Visitors & Guests Only)

**Enjoy a Fountain Drink**

Compliments of:

**UK** UNIVERSITY OF KENTUCKY  
Dining Services

Redeemable at:

K-Lair Grill    Trattoria Erikson    Café du Chat  
Ovid's Café    Latte da Café    Ag. North Dell  
Intermezzo    Blue Chips Café    Bluegrass Café  
Student Center Food Court

Valid through 5/31/09

Offer good for one free fountain drink.  
Full change given, no cash value.

# Access to Treatment and Symptom Management

- ▣ Menu of treatment options for adults:
  - Kentucky's Tobacco Quitline
  - Online cessation help at:  
<http://www.becomeanex.org/>
  - Cooper/Clayton or other classes offered locally
- ▣ Try to negotiate discounted NRT for those wanting to quit or stay comfortable through the workday



# Challenges: Areas Outside Our Jurisdiction that Impact Neighbors and Local Businesses



# Tobacco-free Campuses

- Change the culture of expectations about tobacco over time
- Be realistic when it comes to immediate compliance; be patient and persistent
- Focus on treatment vs. punishment
- May be easier to implement when surrounding community is smoke-free
- All your policy efforts can be synergistic!



# CONTACT INFORMATION



For questions please contact:

**Kathy Begley 859/323-8539**

**[kathy.begley@uky.edu](mailto:kathy.begley@uky.edu)**

**Carol Riker 859/323-6615**

**[riker@email.uky.edu](mailto:riker@email.uky.edu)**

**Ellen Hahn 859/257-2358**

**[ejhahn00@email.uky.edu](mailto:ejhahn00@email.uky.edu)**

**<http://www.mc.uky.edu/tobaccopolicy>**



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