

Should NMU be a tobacco-free campus?



Northern
Michigan
University

Discussion ongoing since 1990s

Last campus-wide debate 2009

In 2009 discussion ...

- Several forums held
- Proposal included personal vehicles
- Survey results: 50% for, 50% against

Since 2009...

- Michigan's no-smoking law for bars, restaurants
- U.S. Department of Health and Human Services' Healthy People 2010 initiative
 - reduce adult smoker population to below 12% by 2020
 - “and to positively influence America's college students to help them remain or become tobacco-free.”

2013 Picture – Nationally, Statewide

- 1,179 college and university campuses tobacco-free or smoke-free
- 794 have a tobacco-free policy
- In Michigan, 29 will be tobacco- or smoke-free campuses as of September 2014

4-year institutions in Michigan

Tobacco-free:

- Central Michigan University (fall 2014)
- Finlandia University (fall 2013)
- Michigan Technological University (fall 2013)
- Saginaw Valley State University
- Spring Arbor University
- Western Michigan University (fall 2014)

Smoke-free:

- University of Michigan-Ann Arbor
- University of Michigan-Flint
- University of Michigan-Dearborn
- Oakland University

Michigan State University - work group discussing tobacco-free
Bay College is the third institution in the U.P. to be tobacco-free

2013 Picture – On Campus

NMU's current no-smoking policy:

- Interior of all university facilities
- Interior of all university-owned and operated vehicles
- 30 feet from a facility's exterior doors
- Student violations addressed in NMU Student Code Handbook

2013: Should NMU be tobacco-free?

President Haynes appoints work group to review question

Committee - chair and 10 members representing:

ASNMU, Business Operations, Communications, Dean of Students, Finance and Administration, Health Center, Health Promotion, Human Resources, Public Safety, Faculty Rep (HPER), Dean (COPS)

Questions:

Would going tobacco-free –

- Hurt student recruitment?
- Hurt retention?
- Hurt students or employees in their learning/working capabilities?
- Hurt ability to rent or use university facilities?
 - (i.e. UC for conferences, training facilities at Jacobetti, events at Sports Complex)

Committee Work

- Reviewed national, statewide picture
- Comprehensive web research of other schools
- Pros and cons
- Obstacles
- Implementation procedures
- Costs
- Educational materials
- Learning lessons
- Colleagues at peer institutions
- On-campus personnel interviews
- Marquette Public Health Dept. personnel

Campus-wide survey

- Online for one week
- One vote per NMU user log in
- One question with open text box for comments

Results:

1,927 Support (60%)

1,281 Don't support (40%)

3,208 Completed

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The Recommendation:

- NMU becomes tobacco-free as of August 1, 2014.
- Ban would include all tobacco products as defined by the American College Health Association (ACHA)
- Policy would cover all university property and university-owned vehicles.
- The only exclusions would be:
 - public sidewalks and roadways
 - personal vehicles with windows fully closed
 - NMU Golf Course (review in 2016)

Enforcement

- First year of implementation – extensive educational outreach
- Employees – 1-3 violations - supervisor; repeated violations – disciplinary action
- Students – Student Code. Warnings for first 2 violations. Third violation – conduct charge.
- Visitors – educate them on policy. If refuse to comply, ask to leave campus.
- Native American and religious ceremonies – addressed under current university policies.

Key Elements of Implementation:

- Cessation programs and products
- Educational materials
- Signage
- Soft Launch – Official Launch

Why this recommendation:

- Healthier learning/working environment
- Potential health cost savings
- Workplace trend for healthier employees
- Healthy People 2010 initiative
- State of Michigan health initiatives
- Potentially help student recruitment
- Physically cleaner NMU campus
- Cigarette butt/chewing tobacco cleaning issue

Considerations for NMU Board of Trustees:

- Cost of implementation
- On-campus living requirement
- Rental properties within main campus boundaries
- Pushing smokers/litter to city areas?
- Areas of concern: Jacobetti Complex, Kaye Avenue (U.C.), Sports Complex, visitors to campus