



The University of Texas at El Paso

Establishing a tobacco free campus policy in a
predominantly Hispanic University

Co-Authors

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► “El respeto al derecho ajeno es la paz.”
~ Benito Juárez

► “The respect for other's rights is peace.”



Goals

- Fully protect the community from exposure to secondhand smoke
- Change social norms to a tobacco free environment
- Eliminate tobacco use

Process

- ▶ Letter of support from University's President
- ▶ Presentation to Network and UTEP Administration
- ▶ Review of comprehensive tobacco free campus policies
- ▶ Meetings with administration
- ▶ Pre-Policy behaviors and attitudes survey and survey results presentation
- ▶ Assessment of tobacco cessation resources on campus and community-wide

Process

- ▶ Approval of policy by UT System's Office of General Counsel
- ▶ Include in Handbook of Operating Procedures
- ▶ Development of:
 - ▶ Message
 - ▶ Fact sheet (English and Spanish)
 - ▶ Webpage
 - ▶ Logos
 - ▶ Promotionals
 - ▶ Temporary signage

Process

- ▶ Announcement by University President
- ▶ Removal of all ash trays on campus
- ▶ Placement of temporary signage in strategically identified locations
- ▶ Game day scripts were modified
- ▶ Monitors and electronic billboards
- ▶ Tobacco free together cards

THE UNIVERSITY OF TEXAS AT EL PASO
PETE PICKS

TOBACCO FREE

a tobacco-free campus

a smoke-free PASO DEL NORTE
An initiative of The Clean Air Force Coalition

THE UNIVERSITY OF TEXAS AT EL PASO
TOBACCO-FREE TOGETHER

Thank You
 for respecting our smoke
 and tobacco free
 community.

Gracias
 por respetar nuestra
 comunidad libre de
 humo de tabaco.

Promoting an Air of Respect for Our Environment
 and Community. UTEP would like to remind you that
 we are now a Smoke and Tobacco Free Campus.

Creando un Ambiente de Respeto para Nuestra
 Comunidad y el Entorno. UTEP le recuerda que es
 una universidad libre de humo y de tabaco.

To learn more please visit/Para más información visite
tobaccofree.utep.edu

Tobacco Free Activities

- ▶ Cigarette butt clean-up
 - ▶ ~ 3,000 orange construction flags



- ▶ Rolling boards with tobacco free messages

Tobacco Free Activities

- ▶ Announcement – Celebratory Event
 - ▶ ~1,000 students, faculty, staff, and visitors attended
 - ▶ Food, interactive photo booth, music, promotionals, educational material

Wednesday, February 26, 2014
11:30 a.m. to 1:00 p.m.
UTEP Union Plaza

Join Us.



THE UNIVERSITY OF TEXAS AT EL PASO
WELCOMES YOU TO CELEBRATE
ANOTHER MILESTONE IN ITS JOURNEY
TOWARD A TOBACCO-FREE CAMPUS.
THE UNIVERSITY OF TEXAS AT EL PASO
VICE PRESIDENT FOR STUDENT AFFAIRS
DR. GARY BOWEN
SENIOR CONGRUENT ACADEMICIAN
PARSONS OF ITALIANA LANGE
STUDENTS, FACULTY, STAFF,
AND MEMBERS OF THE UTEP
COMMUNITY ARE INVITED TO JOIN
US FOR A CELEBRATORY ANNOUNCEMENT
EVENT.

Music T-shirts Free Food Free Drinks Paydirt Pete UTEP Cheer Squad



Behaviors and Attitudes Toward Tobacco Free Campus Policies

- ▶ UTEP students, faculty, and staff completed an online survey that included questions about tobacco use behaviors and attitudes toward tobacco free policies
- ▶ Pre-policy (2012), 1-month follow-up (2014), 1 year follow-up (2015)
- ▶ All students, faculty, and staff received an email with a link to complete the survey
- ▶ Participants who completed the survey had an opportunity to win a \$100 gift card
- ▶ Participant information was not associated with survey responses

Survey Results

	Baseline (N = 3002)	One Month (N = 3360)	One Year (N = 2866)
	%	%	%
Gender (Female)	60.3	57.9	58.1
Role			
Student	65.5	69.2	69.5
Staff	15.1	13.2	14.9
Faculty	8.8	6.6	6.6
Other/more than one	10.6	11	8.9
Ever tried smoking, even one puff			
No	30.6	29.9	35.7
Yes	69.4	70.1	64.3
Current smoker	15.5	16.8	14.3

Survey Results

	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	Range
Tobacco use risk perception (numbers below midpoint are positive)	1.66 (.61)	1.69 (.64)	1.67 (.62)	1-4
Attitudes toward TFC policies (numbers below midpoint are positive)	1.77 (.79)	1.84 (.84)	1.73 (.78)	1-4
Perception of problematic tobacco use on campus	2.52 (.92)	2.44 (.94)	2.27 (.98)	1-4

On-going

- ▶ Dissemination of tobacco free together cards
- ▶ Participation in campus activities
- ▶ Continuous monitoring of email box to respond to inquiries/comments
- ▶ Communication with Crime Prevention Specialists
- ▶ Part of Institutional Compliance Training, Purchase Orders message

Acknowledgements

- ▶ The University of Texas at El Paso
- ▶ Paso del Norte Health Foundation



Many Thanks!

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