

## 2.7. TOBACCO-FREE CAMPUS

### I. Purpose

The purpose of this policy is to provide guidelines for the implementation and maintenance of a tobacco-free campus at Gardner-Webb University.

### II. Philosophy

Gardner-Webb University has a long history of enhancing quality of life for students, faculty, staff, and visitors. Gardner-Webb serves as a center for intellectual development in Cleveland County, NC and the surrounding communities. As a leader in higher education, Gardner-Webb has an obligation to not only develop minds, but to promote health enhancing behaviors and to provide an environment that enables improved health status. “For years, there has been evidence that reducing tobacco usage can greatly decrease frequency of cancer, stroke, heart and lung disorders and several additional health related conditions. By implementing the Tobacco-Free Campus Policy, Gardner-Webb University is seeking to enhance the health of our students, faculty, staff and visitors to our campus.” (Dr. A. Frank Bonner, President)

Gardner-Webb proactively prohibited tobacco use in campus facilities in 1996. The evidence that tobacco threatens both smokers and nonsmokers continues to mount. The latest U.S. Surgeon General’s report (June, 2006), “The Health Consequences of Involuntary Exposure to Tobacco Smoke”, was Gardner-Webb’s final motivation toward launching the “Great Choices-Healthy Futures” health promotion campaign.

In this process, Gardner-Webb University does not seek to force or require cessation of tobacco product use by its students, faculty, or staff. Gardner-Webb University seeks to uphold the personal rights and decision-making processes of all persons involved and resolves to provide educational interventions and cessation assistance for those individuals seeking assistance.

### III. Definition of Terms

- A. Tobacco Products: Includes but is not limited to cigarettes, cigars, pipes, chewing tobacco and snuff.
- B. Tobacco Use: Includes smoking, chewing, dipping or any other use of tobacco products.
- C. Students: Includes but is not limited to full-time day students, residential students, part-time students, commuter students, graduate students, GOAL students and other special students.
- D. Campus: Includes any and all University owned, leased, or maintained property including but not limited to buildings, facilities, sidewalks, roadways, parking lots, and grounds. This includes University owned, rented,

or leased vehicles. This policy also applies to personal vehicles parked on University property. The tobacco-free policy applies to all rental properties leased from the University. Gardner-Webb locations away from the main campus are expected to voluntarily comply with the University's tobacco-free policy.

- E. Educational Interventions: (to be defined by education committee)
- IV. Policy Statement (This policy supersedes all previous tobacco policies)
- A. Effective August 6, 2007, Gardner-Webb University is a tobacco-free campus. Tobacco use on campus is prohibited.
  - B. This policy applies to trustees, administrators, faculty, staff, students, contractors, vendors, clients, and visitors.
  - C. Sale of tobacco products on campus is prohibited.
  - D. The free distribution of tobacco products on campus is prohibited.
  - E. All tobacco advertising in public spaces, such as billboard and signage, is prohibited.
  - F. Tobacco advertisements are prohibited in University publications.
  - G. The University will provide accessible tobacco cessation assistance on campus and will publicize its availability.
- V. Policy Implementation
- A. It is the hope of Gardner-Webb University that students, employees, and visitors will recognize the value of this policy and voluntarily comply. Implementation and enforcement of this policy are the shared responsibility of the entire University community. The process of achieving a tobacco-free environment will take time and patience. Gardner-Webb University believes that for this policy to be effective, a self-enforcing culture needs to be the norm. Therefore, all members of the University community will be asked to courteously and tactfully inform persons of the Tobacco-Free Campus Policy.
  - B. "Great Choices ~ Healthy Futures" Please Enjoy our Tobacco-Free Campus! Signs will be posted at each pedestrian and vehicular entrance. Every building will display a plaque or decal stating the aforementioned message. All University owned/leased vehicles will also display the decal. The Tobacco-Free Campus Policy applies whether or not signs are posted.
  - C. During the fall semester of the 2007-2008 academic year, an awareness campaign will be conducted to inform the University community of the policy details and to provide information concerning available resources. The campaign will include posters, meetings, communications, training sessions and celebrations.
  - D. Training session for encouraging compliance will be held for, but not limited to the following leadership organizations:
    - Resident Advisors
    - Big Brother/Sisters
    - Peer Leaders

Faculty  
Staff Supervisors  
Coaches  
University Police  
Plant Operations Personnel  
Administrators  
SGA Personnel

- E. All University Handbooks, Policy Manuals, Catalogs, Online listings and other policy related literature will include the Tobacco-Free Campus Policy.
- F. Managers/Supervisors/Department Chairs/Deans/Associate Provosts will be responsible for orienting employees to the Tobacco-Free Campus Policy.
- G. The Office of Human Resources personnel will inform prospective employees of the Tobacco-Free Campus Policy.
- H. Any contracts for use or lease of University property or facilities will clearly state the Tobacco-Free Campus Policy.
- I. The Offices of Respective Student Admissions personnel will inform prospective students of the Tobacco-Free Campus Policy.
- J. This policy does not compel students, faculty, or staff to quit using tobacco products; however, if anyone desires to quit, Gardner-Webb University will support this positive behavioral change effort through the provision of cessation resources and educational interventions. (See Resources Listing)
- K. Members of the Gardner-Webb University community are asked to be considerate, respectful and responsible neighbors to the Boiling Springs community. If using tobacco products on the Town of Boiling Springs property adjacent to University property, please safely and properly dispose of tobacco waste products.

## VI. Policy Compliance

- A. Phase I: Transitional Period August 6-November 5, 2007.  
Gardner-Webb University recognizes that compliance with this policy will be challenging for some members of the University community. In an effort to foster an environment of encouragement, a Transitional Period will be provided. During this three month period, students and employees are expected to voluntarily comply with the new Tobacco-Free Campus Policy. However, during this time, fellow students, fellow employees, and supervisors should provide verbal reminders to anyone not in compliance with the policy. Recommendations for cessation resources may be made and encouraged.

Information cards will be available for distribution. The card outlines the Tobacco-Free Campus Policy and provides the education resource contact information. Anyone observing a policy violation is encouraged to non-confrontationally inform the individual of the new Tobacco-Free Campus Policy and offer an information card.

No citations will be written during the Phase I: Transitional Period.

During this transitional period, the existing smoke-free facilities policy and enforcement procedures will remain in effect.

B. Phase II: Full Compliance November 6, 2007.

The success of this policy is dependent upon the courtesy, respect, and cooperation of all administrators, faculty, staff, and students not only to comply, but to continue to encourage the compliance of others. If verbal reminders are unsuccessful, and an individual knowingly continues to violate the Tobacco-Free Campus Policy, please report the individual to the appropriate administrative office for review and disciplinary action.

C. Consequences of Non-Compliance

1. Students

Students are expected to comply with all stated University policies. Non-compliance of the Tobacco-Free Campus Policy should be reported to the University's Judicial Affairs Office in Student Development. Non-compliance will require action through the University's current judicial procedures. In addition to written documentation of non-compliance in the student's disciplinary file, possible sanctions include, but may not be limited to a verbal warning, a \$15.00 fine, 3 hours of community litter control service, or completion of a tobacco educational intervention. Proceeds from fines collected will be utilized to enhance tobacco cessation programs.

2. Staff

As an employer, Gardner-Webb University has the right to limit the use of tobacco products on its property. Those employees who use tobacco products do not have the right to violate this policy. An employee who fails to comply with the Tobacco-Free Campus Policy will first receive verbal warning from his/her direct supervisor. In the event of a second violation of policy, the employee's supervisor will place written documentation in the employee's performance file to be utilized during the University's annual employee performance evaluation process. Non-compliance should be reported to the employee's supervisor. Many cessation or other educational intervention resources are available for use by employees and may be recommended or required by the employee's supervisor.

3. Faculty

As an employer, Gardner-Webb University has the right to limit the use of tobacco products on its property. Those faculty members who use tobacco products do not have the right to violate this policy. A faculty member who fails to comply with the Tobacco-Free Campus Policy will first receive verbal warning from the faculty member's associate provost. In the event of a second policy violation, the faculty member's associate provost will place written documentation in the faculty member's performance file to be utilized during the University's annual faculty evaluation process. Non-compliance of any faculty member should be reported to the faculty member's associate provost. Many cessation or other educational intervention resources are available for use by faculty

members and may be recommended or required by the appropriate associate provost.

4. Personnel Renting/Using Grounds or Facilities

Gardner-Webb University has the right to limit the use of tobacco products on its property. Personnel renting/using the grounds/facilities do not have the right to violate this policy. Contract agreements with such personnel may be terminated or not renewed. Fines may be assessed.

5. Visitors/Others

Information cards will be available to all faculty, staff, and students to give to visitors who are observed using tobacco products on campus property. Providing these cards gives a friendly reminder and promotes policy compliance.

VII. Assessment

- A. It is the hope of the Tobacco-Free Campus Policy/Enforcement Committee that a more severe enforcement policy will not be necessary however, the Gardner-Webb University Tobacco-Free Campus Policy and the approach to encouraging compliance should be evaluated six months from the policy start date of August 6, 2007. Based on the results of the six-month evaluation, other approaches to encourage compliance should be considered. The Tobacco-Free Campus Policy/Enforcement Committee in conjunction with the Tobacco Task Force should provide the six-month evaluation.
- B. Following the initial six-month evaluation, the Gardner-Webb University Tobacco-Free Campus Policy and the approach to encouraging compliance should be reevaluated annually by a designated committee.
- C. Assessment Data Collection: Data should be collected for the following.
  1. Tobacco Usage Rates
  2. Written Citation Information and Frequency
  3. Educational Intervention Selection and Success Rates
  4. Call Line Frequency Rates (if available)