

Welcome

Please stand by. We will begin shortly.

Truth Initiative's College Programs:
Helping colleges across the country #FinishIT,
one campus at a time

Wednesday, October 26, 2016 1pm ET (90 minutes)



Disclosures

Kristen Tertzakian, Genine LaTrice Perez, Meghan Estes, Christine Cheng, Brian Clark, Gil Lorenzo, and Roxana Said, MPH, have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.

Moderator



Christine Cheng

- **Partner Relations Director,
Smoking Cessation
Leadership Center, University
of California, San Francisco**

Thank you to our funders



Robert Wood Johnson Foundation



truth initiative
INSPIRING TOBACCO-FREE LIVES



National Behavioral Health Network
For Tobacco & Cancer Control

Housekeeping

- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC's website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.

Today's Speaker



Kristen Tertzakian

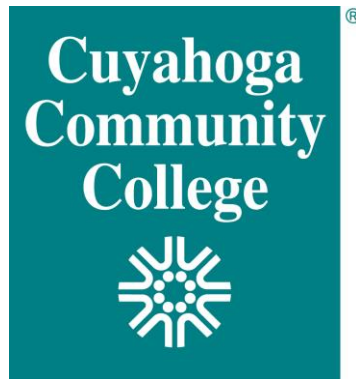
Assistant Director of Community
Engagement at Truth Initiative

Today's Speaker



Genine LaTrice Perez
Executive Director, Arkansas
Youth Leadership Initiative
and Project Lead, Shorter
College

Today's Speaker



Meghan Estes

District Director, Health and Wellness,
Cuyahoga Community College



Truth Initiative's College Programs: Helping colleges across the country #FinishIT, one campus at a time

KRISTEN TERTZAKIAN | OCTOBER 26, 2016

Mission

Achieve a culture where all youth and young adults reject tobacco

What we do

- **Speak**

Public education campaigns through print, digital, and social media

- **Seek**

Tobacco-control research and policy studies

- **Spread**

Community and youth engagement and activism

Growing trend of tobacco-free colleges

- As of October 2016, there are at least 1,713 smoke-free campuses in the U.S. Of these:
 - 1,427 are 100% tobacco-free
 - 1,288 prohibit e-cigarettes
 - 621 prohibit hookah



Social justice, tobacco, & young adults

- The tobacco industry's predatory marketing tactics target vulnerable communities and young adults
- Higher initiation rates among low-income young adults
- Students with an associate degree are almost twice as likely to smoke compared to students with an undergraduate degree
- Students are more likely to initiate during young adulthood and among African American smokers between ages 18-25, 95% smoke menthol cigarettes

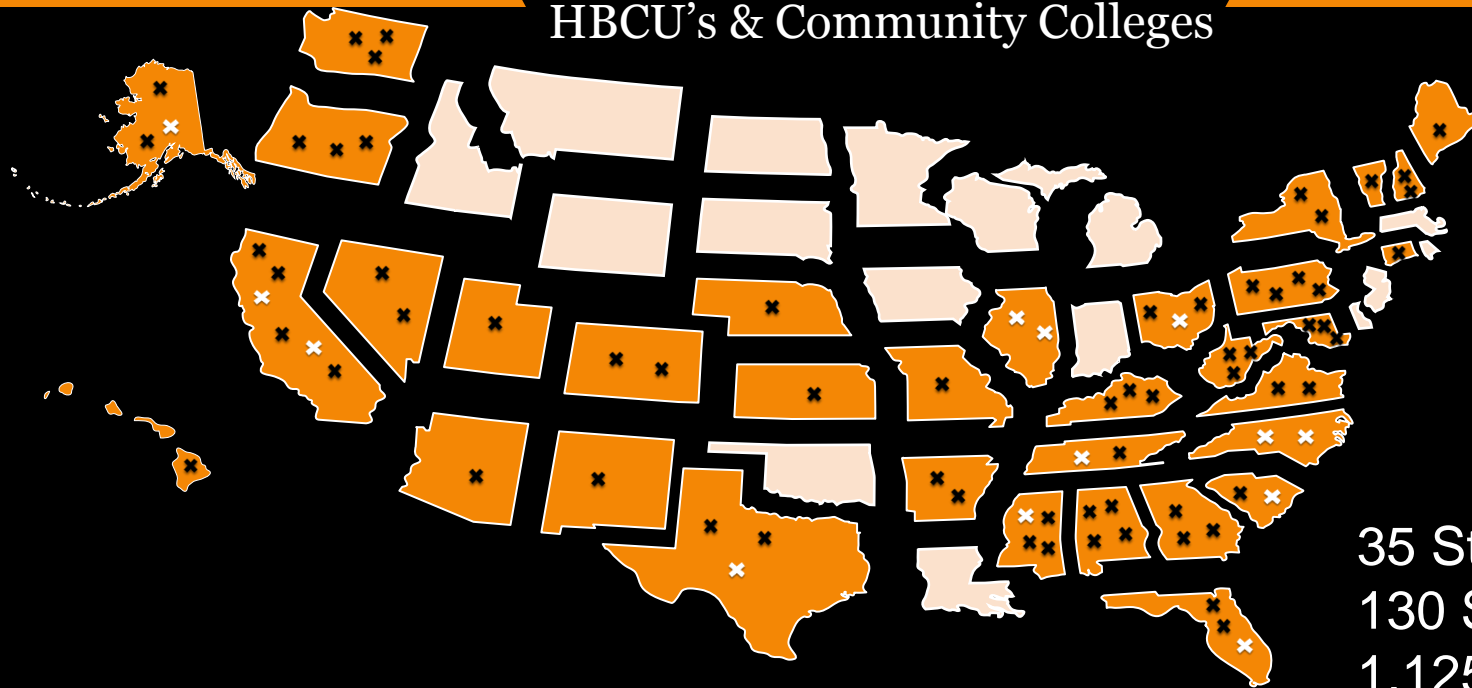
Why a college initiative?

- Majority of community colleges and HBCUs do not have a 100% tobacco or smoke-free campus policy.
- Tobacco use policies are not priorities on HBCU and community college campuses.
- These institutions tend to serve:
 - Low SES
 - First-generation college attendees
 - Students of color



Truth Initiative College Program Profile

HBCU's & Community Colleges



35 States
130 Schools
1,125,00 Students

x = 1 school **x** = 5 schools

Thank You

Kristen Tertzakian

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Shorter College

Snapshot of Shorter College



- Open Admissions
- Founded in 1886 by the African Methodist Episcopal Church
- “4 C’s” of Shorter College (Competence, Character, Culture, Citizenship)
- Accredited by TRACS (Transnational Association of Christian Colleges and Schools) in 2013
- Mission Statement

“The mission of Shorter College is to provide accessible, high quality education for students to accomplish their academic and career goals, by offering programs that meet the learner’s need in a challenging and nurturing Christian environment. “

Snapshot of Shorter College

- Enrollment increased from 2 students (Fall 2012) to approximately 400 students in 2014
- Enrollment for Fall 2016 is 420 students
- 10 Full-time faculty members
- Five degree programs
 - AA – General Studies
 - AA—Childhood Dev.
 - AA—Christian Leadership
 - AA – Criminal Justice
 - AA – Entrepreneurial Studies
- ADA Compliant Facility (Elevator Lift)
- Health Clinic & Wellness Center
- Approved Institution of ACTS (Arkansas Course Transfer System)
- MOU's (Arkansas Dept. of Corrections, Workforce, etc.)
- Recipient of the Rockefeller Grant (Black Male Initiative)

Shorter College Campus Profile

Shorter College Tobacco Free Initiative part of the Truth's Tobacco free HBCU Campus Initiative pilot project

One of five HBCU's selected for the Pilot

Conducted a campus wide assessment



Shorter College Tobacco-Free Initiative Campus Profile



Mission: ...to provide accessible, affordable and high quality education for students to accomplish their academic or career goals by offering programs that meet the learner's needs in a challenging and nurturing Christian environment.

School Information

Setting: North Little Rock, Arkansas; urban

Student Population: 600

No on-campus housing available

Student ages vary from traditional college age to returning adult learners.

Unique Campus Factors

- Re-opened in 2012 after being closed for 14 years
- A faculty member currently leads a statewide initiative on youth tobacco prevention
- Currently a two-year college and will transition to a four-year institution
- There is a day-care center on campus
- School currently has open admissions
- Neighborhood Median Income: \$19,123

Current tobacco policy on campus: There are designated smoking areas on campus.

Facilitators to Policy Implementation

- Other schools across the state that Shorter graduates transition to have tobacco-free policies
- Policy may be easier to enforce due to small campus size
- Students, faculty, and administrators have a vested interest in making the school a better place
- Campus is currently making efforts to promote student health through screenings and events

Barriers to Policy Implementation

- High-level administrators are smokers
- Tobacco use is high among students, faculty, and other staff members
- Successful implementation will require a shift in campus mindset
- Students may not be as engaged in campus activities since they do not live on campus

Student Attitudes Towards Tobacco Use

- Most students expressed indifference to tobacco use, indicating it is common on campus
- Some students believe it is important to not use tobacco in front of certain campus leaders out of respect
- Some students do not think a tobacco-free policy would deter students from enrolling on this campus

College Capacities to Strengthen

- Shorter wants to be taken seriously in the community, that is, to be more respected by outsiders
- Ensure student buy-in to increase the success of school wide policies and events
- Partner with local tobacco prevention agencies and initiatives to share resources and attend events

Effective Outreach Strategies

- Collaborate with faculty who have a strong presence both on campus and in the community
- Group text messaging would be an effective method for contacting students
- Organize events that campus members, their families, and the surrounding community can participate



Developed a Taskforce



the
SHORTER
REPORTER
REPORTER



The Newsletter for the
Students, Alumni,
Faculty, Staff & Friends
of Shorter College



5 HEALTHY HBCU

SEPTEMBER 15, 2015
VOLUME 4 | EDITION 4

Shorter College is Moving Toward a
Healthier Campus and a Healthier You!

Activities

- **OCTOBER**

- Student Implementer and Project Lead attended Truth Initiative HBCU Tobacco Free Campus Initiative-Kick Off in Raleigh, NC
- Held two meetings with Task Force Members
- Held planning meeting with Coalition for Tobacco Free Arkansas regarding policy updates
- **AYLI Lung Cancer Symposium Simulation Training** Friday, October 23, 2015—University of Arkansas Medical School- **Three** Shorter College Task Force members and the Taskforce Faculty Liaison participated in the Arkansas Youth Leadership Simulation Center Visit that provided simulated accounts of what tobacco does to the body. To help task force members understand the hazards of tobacco on those smoking and non-smoking.
- **Shorter Talk**- Monday, October 26, 2015 Sherman Tyree Hall: RM 107- **This topic is more than just tobacco!**--Genine L. Perez
- Shorter Talk Update and news report appeared in the Shorter Reporter * (see attachment)

- **NOVEMBER**

- Held **Task Force Meeting** 11:15 am-12:30 pm Monday, November 2, 2015- Sherman Tyree Hall: RM 107
- **Two** task force members (students) attended the Arkansas Coalition for a Tobacco Free Arkansas-Lung Cancer Press Conference at the Arkansas State Capitol-10 am
- **Eleven Taskforce Members (10 students/1 students)** attended the Lung Cancer Symposium attend
- **Task Force Meeting** Monday, November 16, 2015-Sherman Tyree Hall: RM 107

- Great American Smoke-out-November 19, 2015 ALL DAY on CAMPUS

Developing the Policy



Policy Adopted





Shorter Becomes the 36th Tobacco-Free HBCU

On Monday, May 2, 2016 at 12 noon, public health advocates, community members, Shorter College students, faculty and staff gathered for a press conference to announce the institution's newly adopted 100% Tobacco-Free / Vape Free Policy. The policy was the result of a multi-year-long effort to create a comprehensive tobacco-free policy on the campus. Since the spring of 2015, the college has been funded by the Truth Initiative to implement this policy.



The purpose of this policy is to keep students, faculty, staff, and visitors from being exposed to secondhand smoke and educate them about the way the tobacco industry targets African Americans. Shorter College was invited by Truth Initiative to participate in the first-of-its-kind program to engage Historically Black Colleges and Universities (HBCU) led by Former U.S. Surgeon General Dr. Regina Benjamin.



Shorter College is the 36th HBCU in the nation to pass a 100% comprehensive tobacco-free policy. 41 other Historically Black Colleges and Universities are working towards adopting comprehensive smoke-free or tobacco-free policies. Led by Stormy Cubb and Genine LaTrice Perez, a task force of students, faculty and staff on campus worked together to make this policy a reality. Per the program requirements, the task force was charged with surveying their campus to gauge attitudes about tobacco and assess tobacco use, conduct a campus-wide education and awareness campaign, as well as develop a plan for cessation and enforcement.



Tobacco is the number one cause of preventable death in the U.S. Each year, approximately 47,000 African Americans die from smoking-related disease. While the overall use of cigarettes among youth in the U.S. has declined, smoking among ethnic minorities is still prevalent. Studies have demonstrated that comprehensive smoke-free laws are associated with a decline in coronary events, respiratory disease, and stroke. Tobacco-free policies also save money by increasing productivity and reducing health care costs.



"Working with HBCUs, we can reach young adults at risk of starting to smoke cigarettes and alternative tobacco products such as little cigars and cigarillos," said Robin Koval, CEO and President of Truth Initiative. "HBCUs are the homes of students and faculty who deserve to enjoy healthy tobacco-free environments. We are thrilled to be working with campuses around the country to make that happen."



"The Shorter College Community is excited about this transition. The Our Healthy HBCU Task Force has been working on this for quite some time. Several students and faculty members have declared that May 2 as their quit day. Shorter College is leading the way. This is a great day for our HBCU. Our Health Matters, Our Voice Matters and our tobacco/vape free policy is most certainly a way that we can show we care about our students, faculty, staff, and the community," said, Dr. Kris Stepps, Medical Director, Shorter College Health, & Wellness Center the Vine.

SHORTER COLLEGE

OUR HEALTHY HBCU

TOBACCO FREE HBCU INITIATIVE KICK OFF PRESS CONFERENCE

MAY 2, 2016 * 12 pm

Shorter College * 604 North Locust, North Little Rock, AR 72114

TOBACCO-FREE
COLLEGE CAMPUS INITIATIVE

SHORTER COLLEGE
NORTH LITTLE ROCK, ARKANSAS

The Tobacco-Free College Campus Initiative (TFCCI) is dedicated to the promotion of the adoption and implementation of comprehensive tobacco-free campus policies at institutions of higher learning across the nation. TFCCI encourages and supports the use of policy as a means of changing social norms on campuses for the purpose of preventing, reducing, and discouraging tobacco use by faculty, staff, students, and visitors, and protecting innocent bystanders against involuntary exposure to harmful secondhand smoke.

For additional information, contact the Office of Student Affairs at (501) 374-0305

www.shortercollege.edu



For more information, contact
Arkansas Minority Health Commission
at (501) 686-2720
"Your Tobacco Settlement Dollars at Work"



THANK YOU!

Genine Perez – Project Lead, Adjunct Instructor
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Stormy Cubb-Thomas – Project Coordinator
scubb@shortercollege.edu

www.shortercollege.edu





Breathe Free Tri-C

Truth Initiative®

- 2014 competitive grant process
- Maximum **\$5,000/year**
 - *May be invited to apply for additional two years of funding*
- **100 public community colleges** across US
- Advocate for, adopt, and implement a **100% smoke-free or tobacco-free** college policy
- Awarded again in 2016

2015 - Highlights

- Taskforce and Advisory Board members identified
- Tagline developed

Breathe Free **Tri-C[®]**
THANK YOU FOR RESPECTING OUR TOBACCO-FREE CAMPUS

2015 – Highlights

- Dr. Johnson message and employee/student survey disseminated
 - **913** employees and **803** students completed survey
 - **84%** of employees and **71%** of students report **NOT** using tobacco products
 - **68%** of employees and **57%** of students **in favor** of a tobacco free campus
 - **88%** students “**extremely likely**” or “**likely**” to continue to enroll in classes

2015 – Highlights

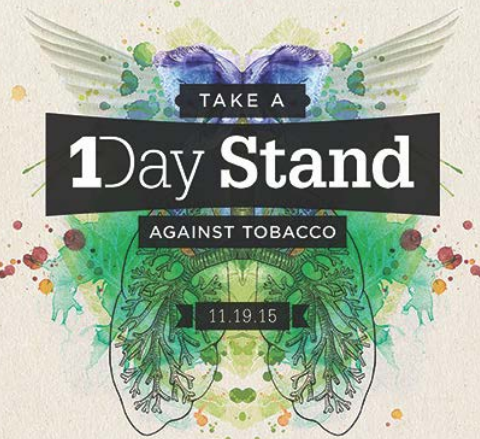
- FAQ's and Communication Timeline developed
- Breathe Free Tri-C[®] webpage development started
- Presentation at Student Government Leader Retreat
- Student Townhall at West
- Plant Ops conducts observational assessments – “hotspots” identified

2015 – Highlights

Participated in 1Day Stand Against Tobacco with 80 colleges in U.S.



Cuyahoga Community College
Breathe Free
Tri-C



2016 - Communication

Soft Communication Rollout

- President's Council, College-Wide Cabinet and Townhall meetings
- Video with Mary Hovanec, Meghan Estes and Board Student Scholar
- Phase 1 decals









2016 - Communication

- Breathe Free Tri-C[®] webpage
 - Policy/Procedures, FAQ's, Cessation, News/Research
- Stanchions with posters at high traffic areas at every location
- Taskforce will identify methods to communicate policy to students, employees, visitors, vendors, neighbors and tenants
- Taskforce will identify opportunities for Tobacco Cessation



QUIT SMOKING NOW AND GET ON A PATH TO A HEALTHIER YOU

HOW YOUR BODY RECOVERS AFTER YOU STOP SMOKING

- 20 Minutes**  Your heart rate and blood pressure drop.
- 12 Hours**  The carbon monoxide level in your blood drops to normal.
- 2 Weeks - 3 Months**  Your circulation improves and your lung function increases.
- 1 - 9 Months**  Coughing and shortness of breath decrease; cilia start to regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs and reduce the risk of infection.
- 1 Year**  The excess risk of coronary heart disease is half that of a continuing smoker.
- 5 Years**  The risk of cancer of the mouth, throat, esophagus and bladder is cut in half. Cervical cancer risk falls to that of a non-smoker. Stroke risk can fall to that of a non-smoker after two to five years.
- 10 Years**  The risk of dying from lung cancer is about half that of a person who is still smoking. The risk of cancer of the larynx (voice box) and pancreas decreases.
- 15 Years**  The risk of coronary heart disease is that of a non-smoker.

Source: cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-benefits



2016 Implementation Timeline

- **February-April** - Advisory Board draft procedures
- **May**- Policy to Board of Trustees
- **June** – Press release announcing policy
- **August 8th** – Policy in effect
- **August 23rd** – Signage in place and ashtray receptacles removed for Convocation and start of Fall Semester

FAQ's on Policy

- No tobacco use will be allowed on any college-owned, operated and leased property
- No smoking in personal vehicles while on College property
- Includes ALL forms of tobacco including e-cigarettes and vapes
- We will not fire smokers and will not use as condition of employment



Breathe Free **Tri-C[®]**

Tri-C's 100% Tobacco-Free Policy

Cuyahoga Community College (Tri-C[®]) adopted a tobacco-free policy that prohibits the use of any tobacco product on College grounds, effective Aug. 8, 2016.

The policy prohibits the use of any tobacco product, including cigarettes, cigars, cigarillos, hookahs, oral tobacco and electronic cigarettes/vapes. It applies to anyone on any College grounds, from buildings to parking lots.

The tobacco-free policy will ensure that students and faculty at Tri-C have fresh air and a healthy learning environment and it will contribute to the well-being of our colleagues, safeguard the environment and assist those who desire to cease using tobacco products.

The College offers tobacco cessation programs to students and staff as part of its effort. Tri-C's efforts are part of a growing state and national movement to clean the air on campuses.

www.tri-c.edu/breathefree



Breathe Free **Tri-C[®]**

**THANK YOU FOR RESPECTING
OUR TOBACCO-FREE CAMPUS**

www.tri-c.edu/breathefree

Policy Effective Aug. 8, 2016

Tri-C 100% Tobacco-Free

Policy

Policy and Procedures

Resources

News and Research

Frequently Asked

Questions

Ask Tri-C

Live Chat Online



Breathe Free **Tri-C**[®]

THANK YOU FOR RESPECTING OUR TOBACCO-FREE CAMPUS

www.tri-c.edu/breathefree

Policy Effective Aug. 8, 2016

100% Tobacco-Free Policy

The College premises shall be tobacco-free, thus supporting a healthy environment for all who are on the grounds of any College locations.

This policy applies to all individuals, including but not limited to employees, students and visitors who may be located inside or outside of any buildings, residences or parking lots on the grounds of any of our College locations.

Tobacco is defined as all products derived from, or containing tobacco, including and not limited to those listed below.

- Cigarettes (e.g. cloves bidis, kreteks)
- Cigars and cigarettos
- Hookah smoked products
- Pipes and oral tobacco (e.g., spit and spitless, smokeless, chew, snuff)
- Nasal tobacco
- Electronic cigarettes and vapes or any other product intended to mimic tobacco products and/or deliver nicotine other than for the purpose of cessation, or that contains tobacco flavoring

It is the responsibility of all students, faculty, staff and visitors to observe, adhere to and respect the College's Tobacco Free policy.

Students, faculty and staff are encouraged and empowered to respectfully inform others about the policy in an ongoing effort to support the College's goal of becoming tobacco-free and improving individual health and well-being.

Tobacco Policy



Cleveland, Ohio

Thank You!

MEGHAN ESTES, DIRECTOR WELLNESS & TITLE IX COORDINATOR

216-987-3949 | MEGHAN.ESTES@TRI-C.EDU

WWW.TRI-C.EDU/BREATHEFREE

Questions and Answers



- Submit questions via the **chat box**

Contact SCLC for technical assistance

CME/CEUs of up to 1.5 credits are available to all attendees of this live session. Instructions will be emailed after the webinar.



Visit us online

- <http://smokingcessationleadership.ucsf.edu>

Call us toll-free

- **1-877-509-3786**



American Association for Respiratory Care (AARC)

- Free Continuing Respiratory Care Education credit (CRCEs) are available to Respiratory Therapists who attend this live webinar
- Instructions on how to claim credit will be included in our post-webinar email



Great American Smokeout

WHEN TRYING TO QUIT SMOKING,
SUPPORT CAN MAKE ALL THE DIFFERENCE.

#GASO



cancer.org/smokeout

Take a 1DayStand!

- The Tobacco-Free College Campus Initiative wants you & your campus to celebrate the Great American SmokeOut this **November 17**
- Encourage students who use tobacco to quit for the day, with an aim to quit for good
- Raise awareness of the benefits of tobacco-free campus policies
- Free materials, how-to guide, and technical assistance on our website!



www.1daystand.org

Save the date

Our next will be on **November 30th**.
Registration is coming soon!

CME/CEU Statement

Accreditation:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.5 AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

Nurse Practitioners and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

Physician Assistants: The National Commission on Certification of Physician Assistants (NCCPA) states that the *AMA PRA Category 1 Credits™* are acceptable for continuing medical education requirements for recertification.

California Pharmacists: The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA category 1 credit™*. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

Social Workers: This course meets the qualifications for 1.5 hours of continuing education credit for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences. If you are a social worker in another state, you should check with your state board for approval of this credit.

Respiratory Therapists: This program has been approved for a maximum of 1.50 contact hours Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # 147265000