

ABOUT PEER HEALTH EDUCATION

UNK Peer Health was established in 2002 and commissioned with the task of Engaging, Educating, and Empowering students on the dangers of high-risk behaviors and how to make wise choices.

UNK PHE is a student organization housed under the Department of Counseling & Health Care's Health Education Office. It has received local, regional, and national awards and recognitions for programs such as OkSOBERfest, Dance Marathon, and several public service announcements used by collegeresponse.org.

Peer Health Education engages with the UNK community in fun and innovative ways, meeting students where they are at to create a healthier UNK.

ABOUT THE BUFFALO COUNTY TOBACCO FREE COALITION

The Buffalo County Tobacco Free Coalition is an organization that was founded with the purpose of informing people, youth, and families of the dangers of tobacco use, eliminating exposure to secondhand smoke, and promoting abstinence for nonsmokers and cessation for users. Established 1995, the Buffalo County Tobacco Free Coalition meets the first Thursday of each month at 12:15 p.m.

www.healthedu4unk.org

Tobacco Free University of Nebraska Kearney
Creating a healthy, tobacco-free environment.

UNIVERSITY OF NEBRASKA **UNK** KEARNEY

Health Education Office * Division of Student Affairs * MSAB Room 130 * Kearney, NE 68849 * 308-865-8092 * www.healthedu4unk.org * www.unk.edu
The University of Nebraska is an affirmative action/equal opportunity institution. Individuals needing accommodation under ADA should contact the ADA Coordinator.

buffalo county
TOBACCO FREE
COALITION **UNK**
PEER HEALTH

This publication was prepared & designed by Ismael Torres, MA., Samantha Mitchell, Kaitlyn Smejdir, and Amy Sullivan.

UNK Counseling & Health Care, Health Education Office
Division of Student Affairs
2510 11th Ave MSAB 130
Kearney, NE 68849
308.865.8092
www.answersabouttobacco.org
www.healthedu4unk.org

Copyright © 2013 UNK Health Education Office & The Buffalo County Tobacco Free Coalition

This publication was made possible by Funding provided by the Nebraska Department of Health & Human Services / Tobacco Free Nebraska Program as a result of the Tobacco Master Settlement Agreement.

The University of Nebraska is an affirmative action/equal opportunity institution. Individuals needing accommodation under ADA should contact the ADA Coordinator at UNK, 308.865.8655 or the Event's Coordinator.

Table of Contents



Introduction - 5
Reasons to go Tobacco Free - 6-7
The Epidemic -8-9
Rights vs. Personal Freedoms - 10-11
The Power of Support - 12
Student Voices - 13
Ohio State University - 14-15
Pittsburg State University - 16
Frequently Asked Questions- 17-18
Resources -19
References - 20

.....



The following list identifies those institutions selected by the Board of Regents as UNK's peers.

References

- American Lung Association. (n.d.). The Emergence of New Smokeless Tobacco Products.
- Dale, L. M. D. (2013). Adult health.
Retrieved from <http://www.mayoclinic.com/health/third-hand-smoke/AN01985>
- Fresno State. (2012, October 18). First, second, and third hand smoke.
Retrieved from <http://www.fresnostate.edu/studentaffairs/alcohol/tobaccodrugs/handsmokes.html>
- Live Science. (2013). The dangers of third-hand smoke revealed.
Retrieved from <http://www.livescience.com/6087-dangers-hand-smoke-revealed.html>
- Medical Dictionary. (2002). Secondhand smoke.
Retrieved from [http://dictionary.reference.com/browse/second hand smoke?s=t](http://dictionary.reference.com/browse/second+hand+smoke?s=t)
- MOTAC., & Tobacco Free Nebraska, (2011). Smoke-free housing options for Omaha. Omaha, NE. [Brochure]
- Ohio State. (2013). Tobacco free Ohio State. Retrieved from <http://hr.osu.edu/tobaccofree/>
- Pittsburg State. (2013, May 29). PSU task force recommends tobacco-free campus.
Retrieved from <http://www.pittstate.edu/news/psu-task-force-recommends-tobacco-free-campus>
- Patterson, T. (2013). Sample faqs for businesses with tobacco free campus policies. Retrieved from http://www.tobaccofreenow.org/workspace/assets/uploads/sample_faqs-1313601887-1314316687.pdf
- Stop The Spit. (2008). Spitting kills: Get the facts. Retrieved from <http://stopthespit.com/>
- The Bacchus Network. (2010). Journey of a Lifetime: One Step at a Time to a Tobacco-Free Campus.
- Tobacco Free Nebraska. (2011). Smoke-free housing. Lincoln, NE. [Brochure]
"Benefits of Tobacco-Free Policy vs. Smoke-Free Policy." The Bacchus Network. N.p., n.d. Web. 9 July 2013.
- UM Tobacco Task Force. (2009). Tobacco-Free UM Policy Plan. Montana.

Introduction

The laundry list of risks associated with tobacco use is long. Various forms of cancer, lung disease, and tooth decay, along with other more cosmetic consequences are a few of the most well known dangers. However, tobacco use affects more than just the user. In an effort to better serve the campus and out of respect for others and the campus environment, a 100% tobacco-free UNK is proposed.

This booklet was produced to educate the campus community about tobacco issues and the proposed strategy to make UNK 100% tobacco-free. This initiative can open the door to endless possibilities for our campus, from being the first University of Nebraska institution to go tobacco-free to becoming the healthiest city in Nebraska.



Reasons to go Tobacco-Free

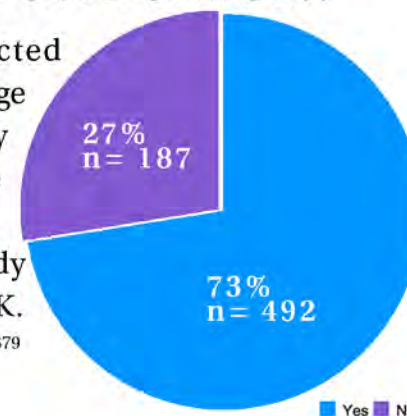
1 A tobacco-free campus emphasizes the health of all students, faculty and staff.

Tobacco is proven to cause long-lasting health risks among its users and those around them. Eliminating tobacco use on campus will promote the health of all those who use our campus. The university has already made a commitment to the health of students, faculty, and staff by constructing a new wellness center and offering many wellness classes. Going tobacco-free shows the sincerity of that commitment.

2 Most students would prefer a tobacco-free environment.

In the spring of 2012, 3,000 UNK students were randomly selected to participate in the American College Health Association-National College Health Assessment. The Survey yielded a total of 690 responses. The survey asked a number of health and well-being questions, including the following questions: **Would you be in favor of the UNK campus being 100% tobacco-free?** Seventy-three percent of the student body reported that they would be in favor of a 100% tobacco-free UNK.

ACHA-NCHA UNK Spring 2012 - n=679



3 Banning all tobacco use eliminates confusion.

Banning all tobacco use will eliminate the already unclear tobacco policies that exist. Such a policy simplifies the rules for students, faculty, and staff and many who have felt powerless in situations to confront a tobacco user, will have a policy to back their concerns. As well, smokers in particular may have anxiety over the regulations, such as not knowing how far to stand away from a building.



Helpful Resources

• **Buffalo County Tobacco Free Coalition:**
www.answersabouttobacco.org

• **UNK Counseling and Health Care:**
www.unk.edu/chc

• **UNK Health Education:**
www.healthedu4unk.edu

• **Tobacco Free Nebraska:**
<http://dhhs.ne.gov/publichealth/Pages/tfn.aspx>

• **Americans for Nonsmokers' Rights:**
ANR, formed in 1976, pursues efforts to enact legislation to protect nonsmokers in the workplace and enclosed public places.
<http://www.no-smoke.org/>

• **CADCA Tobacco Initiatives Page:**
A library of tobacco prevention and control resources, such as toolkits, fact sheets and articles, to help coalitions implement policy interventions to reduce tobacco use in their communities.



• **CDC Office on Smoking and Health:**
The lead federal agency for comprehensive tobacco prevention and control providing communities with premiere facts, evidence-based articles and practice-based strategies to reduce the harmful effects on tobacco use.
<http://www.cdc.gov/index.htm>

• **National Networks for Tobacco Control:**
In 2006, the Centers for Disease Control and Prevention (CDC) Office on Smoking and Health (OSH) funded six Networks to provide leadership and expertise in the development of policy related initiatives and utilization of proven or potentially promising practices when available or appropriate.
<http://www.tobaccopreventionnetworks.org/site/c.lsJPKXPFJpH/b.2580071/k.BD53/Home.htm>

• **North American Quitline Consortium:**
The North American Quitline Consortium (NAQC) is an international, non-profit membership organization based in Oakland, Calif. that seeks to promote evidence-based quitline services across diverse communities in North America.
<http://www.naquitline.org/?page=mappage>

• **Quit Tobacco: Quit Tobacco- Make Everyone Proud** is an educational campaign for the U.S. military sponsored by the U.S. Department of Defense.
<http://youcanquit2.org/>

• **State Tobacco Activities Tracking and Evaluation System:** The State Tobacco Activities and Evaluation (STATE) System is an interactive application that houses and displays current and historical state-level data on tobacco use prevention and control.
<http://www.cdc.gov/tobacco/statesystem>

Frequently Asked Questions

PERSONAL/INDIVIDUAL RIGHTS & FREEDOMS

It's my/our right to use tobacco. You cannot take away my right to smoke.

Using tobacco is a personal choice, not a constitutional right. There is no constitutional right to smoke. A tobacco-free policy does not take away an individual's right to choose to use tobacco; it does limit where a person may choose to use it. A tobacco-free policy respects an individual's right to choose to use tobacco off-campus.

Smokers are a "minority group" oppressed by a tobacco-free policy, therefore I cannot support it.

Individuals who smoke do represent a minority group in terms of numbers. Smokers are not a majority of the United States population or of any United States college campus population. However, smokers are not a category of people protected under the Equal Protection Clause of the Constitution. Likewise, smoking is not protected under the Due Process Clause of the Constitution. Suggesting that individuals who make a choice to smoke are an oppressed minority group is not only an uninformed argument, but it can be offensive to truly oppressed, underrepresented and underserved groups. Tobacco use is a choice.

A ban on all tobacco, as opposed to just tobacco smoke, targets a person for doing something that is legal and harmful only to them.

Using tobacco, in any form, is a personal choice. A tobacco-free policy does not eliminate a person's choice to use tobacco products; it would simply prohibit the use of these products on UNK's campus where they negatively affect members of the campus community.

You say the reason for the policy is respect for others but you aren't respecting smokers. How is that right?

Answer: UNK would like to balance the "rights" of the person using tobacco with the rights of the person who doesn't want to be exposed to the effects of tobacco use. We have carefully considered the issues, including the impact on health and our environment. When you consider tobacco users are outnumbered by non-users by around 4 to 1, the history of many tobacco users discarding their tobacco litter indiscriminately, our strong desire to help employees and students interested in quitting their tobacco use, and the message we are sending about the negative impact of tobacco use to all who come to UNK, the justification for the policy is clear. Our objective is to have policies that create the best work environment possible. Tobacco use desecrates the environment and harms people. It is completely consistent with our mission to eliminate tobacco use from our property, but we will do so with respect for everyone, including tobacco users!

What about the safety of students who choose to smoke and must go off campus, especially at night?

Safety is a concern for all students, tobacco users and non-users, both on and off campus. This is why American University utilizes Public Safety and liaisons with local authorities to implement crime prevention strategies that help keep everyone safer. Students who choose to go off campus to use tobacco products would not be at any greater risk than students who choose to go off campus to study, eat, etc.

For more FAQ and information on Tobacco Free Campuses, visit www.tobaccofreenow.org and/or www.american.edu/ocl/wellness/tobacco-free-policy-and-FAQ.cfm



4 A tobacco-free campus will increase productivity.

Many tobacco users take extra breaks throughout the day. The hope is that with this policy change, some students and employees will take it upon themselves to quit tobacco use, which will result in more productivity.

5 A tobacco-free campus reduces litter on campus.

Reduces the costs of making cigarette receptacles Disability Accessible, as required by law.

A vast amount of litter is produced not only by smoking materials, but also from smoke free tobacco use. A tobacco-free policy rids the campus of excess litter caused by remnants of tobacco products.

If UNK's campus does not allow tobacco use, then the maintenance of the receptacles will no longer be a burden.

6 UNK could become a regional leader as well as match its peer institutions' tobacco-free policies.

Currently there are no public universities in the state of Nebraska with tobacco free campuses...let's show them that *WE CAN AT UNK*



Tobacco & Health

Smoking

Simply put, first-hand smoke involves completely preventable risks. In fact, the only way to bear the consequences is for the individual to do the smoking. The effects of this are a shorter lifespan, blackened lungs, and other tobacco-related health concerns (Fresno State, 2012).

Third-hand Smoke

While many of us may be aware of the threat that second-hand smoke poses, third-hand smoke has an increased risk due to a lack of public knowledge. In simple terms, third-hand smoke is the residue left behind on surfaces such as walls, floors, countertops, and furniture after a person has smoked in the area. This residue can linger on such surfaces long after the smoking has stopped and can be difficult to clean as it resists normal cleaning procedures. Third-hand smoke puts children and adult non-smokers at risk of tobacco related illnesses and conditions (Dale, 2013). However, the dangers of third-hand smoke do not stop there. The residue combines and reacts with other chemicals in the environment to create a substance that is a highly cancer causing, or carcinogenic (Live Science, 2013) substance. These carcinogens are especially dangerous because they are more concentrated than those in second-hand smoke (Fresno State, 2012).

Second-hand Smoke

Second-hand smoke is smoke from a cigarette, cigar, or pipe that is inhaled by somebody who is not the smoker, and if done regularly over an extended period of time, can damage the health of the 'non-smoker' (Medical Dictionary, 2002). The symptoms are similar to those of smokers, such as coughing, phlegm, chest discomfort, and reduced lung function (Fresno State, 2012).

TOBACCO

USE IS A MAJOR PUBLIC HEALTH CONCERN, RANKING HIGHER IN ANNUAL DEATHS THAN AIDS, ALCOHOL ABUSE, CAR ACCIDENTS, ILLEGAL DRUGS, MURDERS, SUICIDES AND FIRES COMBINED.

Creating Healthy, Tobacco-Free Environments,
CADCA Strategizer 56, August 2012

Frequently Asked Questions

HEALTH, SAFETY AND ENVIRONMENTAL ISSUES

Why not address other major health issues facing college students?

Tobacco-free policy work will not eclipse attention to other health issues. UNK works on a variety of health and safety issues affecting students, faculty and staff.

Tobacco use poses a health crisis that largely has been ignored in the U.S. because of aggressive lobbying by the tobacco industry. Tobacco-related death is the most preventable cause of mortality. In the U.S. each year, more than 400,000 people die from tobacco-related causes. Tobacco use accounts for more annual deaths than suicide, murder, HIV/AIDS, alcohol use, illegal drug use and motor vehicle injuries combined. Tobacco use and secondhand smoke are major health issues and can be influenced directly through policies that promote tobacco-free environments. Unlike many other health issues, one person's choice to use tobacco directly affects the health of others on a daily basis.

Now that we can't smoke or chew anywhere at UNK, what is the next right you are going to take away?

Background: Although some people believe tobacco use is a "right", this is not true. Laws regarding tobacco involve the age at which it is legal to "purchase and possess" tobacco. Restrictions on where tobacco can be used have been in place for many years.

Answer: We understand that some feel they have a right to use tobacco and that our policy infringes on that right. The truth is that UNK is well within its rights to prohibit activities that have an adverse effect. If a behavior were identified that exposed others and the environment to harm as tobacco use does, we would feel it our responsibility to prohibit that behavior.

Why are you prohibiting smokeless tobacco? Chewing doesn't produce secondhand smoke.

Background: We have learned the most effective predicate for a tobacco-free or smoke-free campus policy is "out of respect for others and the environment." This rationale shifts the focus from the person's behavior to the impact of the behavior on others and the environment. Since smoking and chewing have adverse effects on others and the environment, the policy is essential to reflect the caring culture UNK wants to cultivate for all who come in contact with the organization.

Answer: We prohibit all uses of tobacco because the US Surgeon General has determined "there is no safe level of exposure" to secondhand smoke AND according to the World Health Organization, the greatest source of litter on the planet is tobacco refuse. Chewing produces expectorant and waste that is discarded on our property. Another important factor in our policy is that by prohibiting all tobacco use, we are taking the strongest stand against tobacco use possible. This in turn will have an impact on tobacco use, whether through smoking or chewing. By adopting this policy we will help many of our employees and students who want to quit their dependency on tobacco to do so. This in turn will improve the health and well being of those employees and student population.





Pittsburg State University

Pittsburg State University in Pittsburg, Kansas has achieved a tobacco-free campus by concentrating their efforts on surveys, focus groups, and open forums conducted by Pittsburg State University's Tobacco Policy Task Force. This task force was created in November 2012 after a petition revealed overwhelming support from the student body for a tobacco free campus.

PSU considered three separate recommendations to make their campus healthier for the students, faculty, and staff. 1) make no changes; 2) make the campus 100% smoke free, and 3) make the campus 100% tobacco-free. The task force opted against the first two options, as they did not provide enough protection for students and the environment. PSU's task force suggested that the responsibility of upholding the new tobacco-free policy would be on all students, employees, and visitors, but that enforcement would be reserved for repeat offenders.

The final key component to the tobacco-free proposal was that if the campus accepted the policy change, a tobacco-free campus committee or implementation team would be formed to spend six months to a year to correct any functional issues with execution (Pittsburg State, 2013).

.....

Pittsburg State University is shown as a case study because their campus is comparable in size to UNK's campus. Both UNK and PSU participate in the MIAA conference.

82
percent of UNK students have
NEVER used smokeless tobacco.

American College Health Association-National College Health Assessment
UNK Spring 2012 - n=684

Smokeless Tobacco

Although many individuals place a great deal of focus on smoking tobacco, one must be aware of the significant dangers of chewing tobacco as well. For instance, smokeless tobacco contains 28 cancer-causing agents and can also be a gateway into cigarette smoking. Seventy percent of people who use chewing tobacco get mouth sores. These consequences can persist and turn into oral or stomach cancer. In addition to this, chewing tobacco is related to increased heart rate, high blood pressure, and irregular heartbeats, which may lead to heart attack and brain damage.

When considering a smoke-free only policy it is important to note that smokers often turn to chewing tobacco as a means of avoiding withdrawal symptoms in a smoke-free environment. An increased number of smokeless tobacco uses still poses health risk to the UNK community. As the rate of smokeless tobacco use increases, the rate of related diseases and health risks to both the user and nonuser positively correlates (Stop The Spit, 2008).

As referenced in the "Rights" section, non-tobacco users have a right to operate in a healthy, safe environment. This environment is compromised when a smokeless tobacco user discards their used product in an area that could easily transmit unhealthy bacteria and diseases. In addition, chemicals in previously used tobacco readily combine with other products in the air to make deadly carcinogens. Our focus is to advocate for a tobacco-free environment out of respect for the rights of both users and non-users, as well as work toward a holistically healthier environment.

Rights vs Perso

The passion that so many of us have to protect our freedoms comes from arguably the most well-known statement in the United States' history, **We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.**

A common argument made by tobacco and non-tobacco users alike is centered on the issue of rights. Arguments are often rooted in a misunderstanding of what are considered fundamental/natural rights and the arguer does not recognize the differences between personal freedoms and constitutional rights.

Neither the Declaration nor the Constitution could enumerate all the rights which were to be protected. They could, however point to the truth that there are certain rights that no one can give or take from us that assure our own safety and happiness.

Of our unalienable rights, one is our right to make personal choices. Neither the government nor anyone else can dictate the choices we make because we have "minds that are free." They can, however, assign and dictate consequences to those choices. In fact, the government has a responsibility to regulate and enforce consequences of personal choices that may or do infringe on the equal rights of others.

Using tobacco is a personal choice, not a constitutional right. There is no constitutional right to smoke. Individuals who use tobacco represent the minority group, however suggesting that individuals who make a choice to smoke are an oppressed minority group is not only an uninformed argument, but it can be offensive to truly oppressed, underrepresented and underserved groups. Tobacco use is a choice. A tobacco-free policy respects an individual's right to use tobacco off campus and does not eliminate a person's choice to use tobacco products; it would simply prohibit the use of these products on campus where they negatively affect members of the campus community.

The University's aim to respect and protect students and employees through the establishment and enforcement of policies is long standing. Consider the University's request that students and employees comply with drug and alcohol and firearm and weapons policies which are necessary to maintain order, protect people and property, and fulfill the purpose and responsibility of a university.

For more information on UNK's firearm and weapons and Drug and alcohol policy, visit:
<http://www.unk.edu/new2unk.aspx?id=9669> and http://www.unk.edu/administration/vcbf_policies.aspx?id=9670

Many factors aligned to support the university moving forward with this proposal at this time:

- Students worked with Student Life, advocating for Ohio State to go Tobacco-Free. Faculty, staff, and leaders from various colleges, units, and regional campuses have asked to go tobacco-free since the Medical Center did so in 2006.
- On July 23, 2012, the Ohio State Board of Regents passed a resolution recommending that all University System of Ohio schools go tobacco-free.
- On September 12, 2012, the U.S. Department of Health and Human Services announced a national initiative to eliminate tobacco use on college campuses.
- The State of Ohio Healthy Ohio Program and the Ohio State Board of Education support tobacco-free colleges and universities and are advocating for all campuses go tobacco-free.
- Ohio State was recently awarded the Bronze Level Health Lead Accreditation award by the U.S. Healthiest Workplace Accreditation Program.
- Tobacco-free policies and norms are effective in reducing the initiation, prevalence, and intensity of tobacco use among young adults.

.....



Ohio State University in Columbus, Ohio has been working toward a tobacco-free campus for the past couple of years in the hopes of becoming the healthiest campus in the nation. Although Ohio State is larger than UNK, similarities can be found in the support that they received from students and the community regarding smoking policies in place prior to the proposal. In the realm of tobacco-free initiatives, Ohio State has become a leader to other Ohio college campuses, and received the 2013 bronze level health lead accreditation award by the U.S. Healthiest Workplace Accreditation Program. The following is not a guide for UNK, but an example that UNK can become 100% tobacco-free.

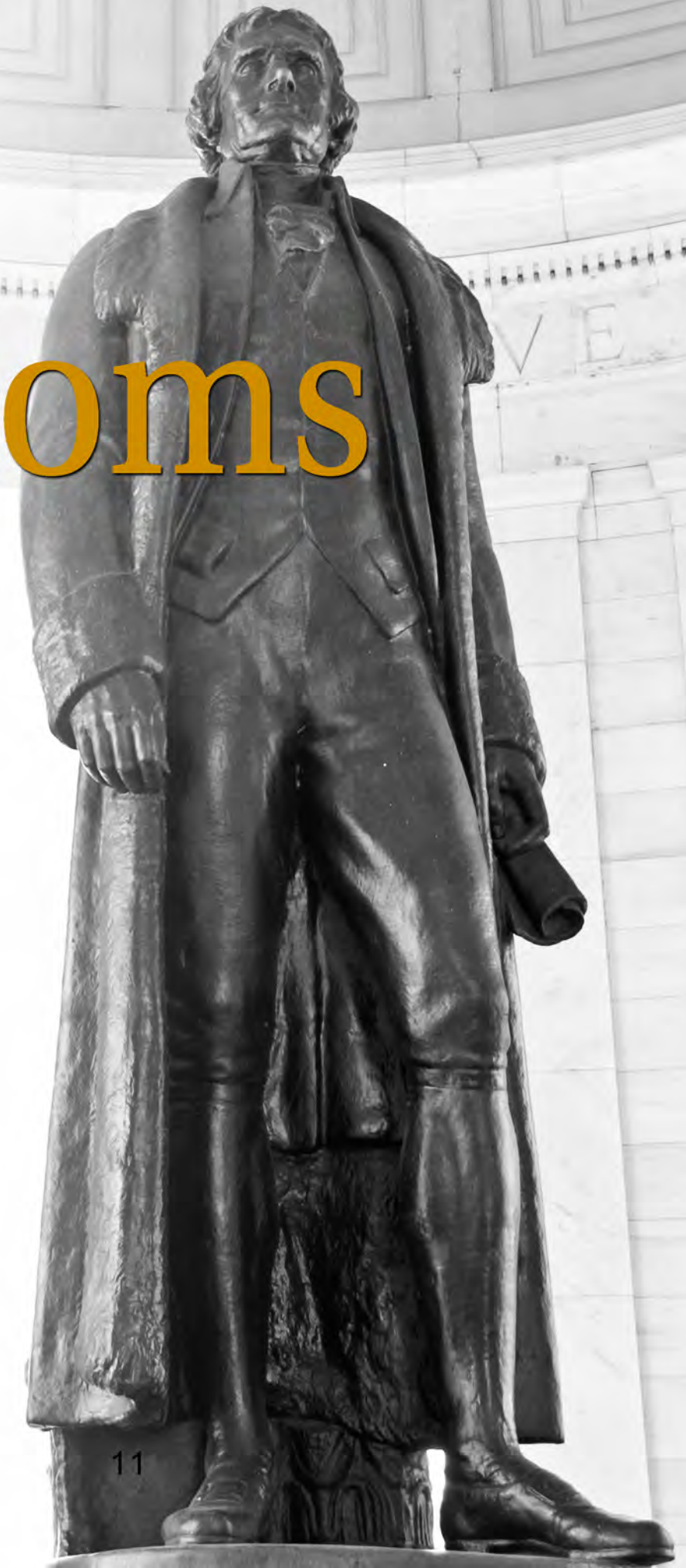
During the autumn semester 2012, Ohio State (OSU) began a conversation about becoming a healthier university through a tobacco-free policy after the idea was raised by many groups in the university community. The Wexner Medical Center and surrounding health science campuses have been tobacco-free since 2006, and the buildings on OSU campuses have been smoke-free since 1987. The goal was to have a Tobacco-Free Ohio State policy in place by August 1, 2013. This conversation included meeting with 26 groups representing faculty, staff, students, and adjacent neighborhoods, and receiving feedback through email and community forums. The majority of the feedback supported a tobacco-free campus and helped shape the current proposal.

Ohio State University

The next steps in this process include:

1. Appoint a broadly represented committee to develop an implementation plan.
2. Make the proposal available for comment beginning Friday, March 8.
3. Submit a resolution to the Board of Trustees in April to request authority to revise the university's current smoke free policy.

nal Freedoms





THE POWER OF

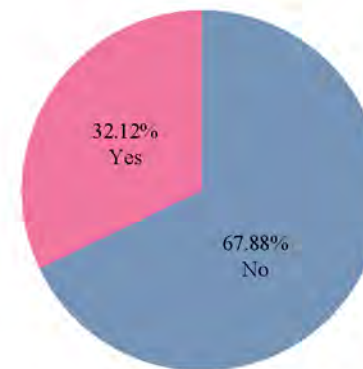
SUPPORT

Moving toward a 100% tobacco-free UNK provides greater support for those who wish to quit their tobacco use, and considerably increases their chances of doing so.

Students, faculty, and staff who wish to quit their tobacco use have a number of support resources available to them. Resources such as: the Tobacco Free Nebraska Quitline 1.800-QUIT.NOW, on and off campus tobacco cessation counselors, and numerous online resources.

Specifically, UNK employees are covered by Care mark for a number of generic and brand name prescription medications to aid in the quitting process.

STUDENT VOICES



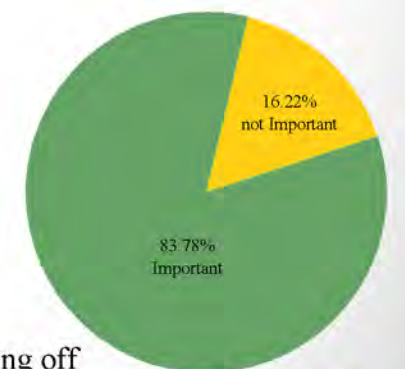
Have you ever used cigarettes?

Nearly 70% of UNK students have never smoked a cigarette, however those same students believe that 94% of the UNK student body has used cigarettes.

In the Spring of 2012 the American College Health Association-National College Health Assessment was conducted at UNK where 3000 students were selected randomly to participate. The ACHA-NCHA is conducted every two years in order to gather health information about UNK students in order to develop better services and programs. The following data were additional questions added to the assessment in order to better understand students sentiments on tobacco use on campus.

67%

of UNK students stated that it's very important/important to them that they live in a tobacco free environment? (includes chew, snuff, etc.)



When moving off campus, how important is it to you that you live in a smoke free house/apartment?