

# Tobacco-Free Campus Funding & Support Package

2019/20

AVAILABLE FOR MODESTO JUNIOR COLLEGE AND COLUMBIA COLLEGE

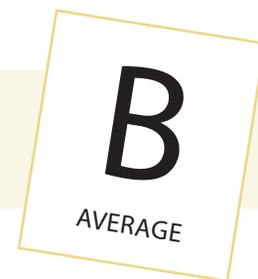




# Tobacco-Free CCC Report Card



REGION 5



Just three districts to go!  
Sequoias, West Hills, and Yosemite.

District	College Name	Grade	Policy Type
Kern	BAKERSFIELD	A+	100% Smoke/Tobacco-Free including e-cigarettes
Kern	PORTERVILLE	A+	100% Smoke/Tobacco-Free including e-cigarettes
Merced	MERCED	A+	100% Smoke/Tobacco-Free including e-cigarettes
State Center	CLOVIS	A+	100% Smoke/Tobacco-Free including e-cigarettes
State Center	FRESNO CITY	A+	100% Smoke/Tobacco-Free including e-cigarettes
State Center	REEDLEY	A+	100% Smoke/Tobacco-Free including e-cigarettes
San Joaquin Delta	SAN JOAQUIN DELTA	A+	100% Smoke/Tobacco-Free including e-cigarettes
Sequoias	COLLEGE OF THE SEQUIOAS	C	Parking Lots, E-cigarettes Included
West Hills	WEST HILLS COLLEGE - COALINGA	F	Perimeter (20-ft or more), E-cigarettes Included
West Hills	WEST HILLS COLLEGE - LEMOORE	F	Perimeter (20-ft or more), E-cigarettes Included
Yosemite	COLUMBIA	D	Designated Smoking Areas
Yosemite	MODESTO	F	Perimeter (20-ft or more)

Congratulations to State Center and Kern for making their campuses smoke, vape, and tobacco-free starting Fall, 2019!



# California Community Colleges

## MEMORANDUM

July 26, 2018

SS18-05 | Via Email

TO: Chief Executive Officers  
Chief Business Officers

FROM: Eloy Ortiz Oakley  
Chancellor, California Community Colleges

RE: 100 percent Smoke and Tobacco Free California Community College  
Resolution

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Tobacco is the leading cause of preventable and premature death, accounting for an estimated 480,000 American deaths in the United States each year or one out of every five deaths.<sup>i</sup> These deaths are due to preventable conditions such as cancer, heart disease, stroke, and lung diseases including emphysema, pneumonia and chronic airway obstruction.

In recognition of the health detriments that result from smoking, including exposure to secondhand smoke, the Board of Governors of the California Community Colleges passed a Resolution in support of the adoption and implementation of 100 percent smoke and tobacco free policies at all 72 Community College Districts, including all 114 California Community Colleges. In addition to adopting and implementing 100 percent smoke and tobacco free policies, the Board of Governors encourages campuses to provide tobacco cessation services and referrals to students, faculty, and staff. Cost free cessation services are available through the California Smokers Helpline at 1-800-NOBUTTS and at [www.nobutts.org](http://www.nobutts.org).

Adopting 100 percent smoke and tobacco free campus environments promotes health and wellness for all members of the campus community. Developing and implementing policies in support of 100 percent smoke and tobacco free campus environments decreases exposure to second hand smoke, changes tobacco use behaviors, decreases tobacco related liter on campus, prepares students for smoke free work environments, and decreases exposure to new and emerging tobacco and nicotine products. In passing its resolution the Board of Governors also directed the Chancellor's Office to provide

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### Chancellor's Office

1102 Q Street, Sacramento, California 95811 | Sixth Floor | 916.445.8752  
[www.CaliforniaCommunityColleges.cccco.edu](http://www.CaliforniaCommunityColleges.cccco.edu)

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additional resources to assist colleges with implementing 100 percent smoke and tobacco free policies.

Research conducted by the California Youth Advocacy Network (CYAN) indicates 51 percent of public colleges and universities throughout California implement 100% smoke or tobacco free policies, including 42 California Community Colleges (CCC). A full description of the research, including information about the current smoke and tobacco policies across the CCC system, is available in the [California College & University Smoke/Tobacco Free Policy Report Card](#). CYAN has developed multiple cost-free resources for districts and colleges interested in establishing and implementing smoke and tobacco free policies. They offer technical assistance, training, campaign support and networking opportunities to colleges throughout the country. Additional CYAN resources:

<https://catobaccofreecolleges.org/policy>  
<https://catobaccofreecolleges.org/education>  
<https://catobaccofreecolleges.org/cessation>  
<https://catobaccofreecolleges.org/about>

Grant opportunities designed to support college's efforts to develop and implement smoke and tobacco free policies are available:

- [American Cancer Society - Tobacco-Free Generation Campus Initiative](#) provides grants up to \$20,000 to campuses without 100 percent smoke and tobacco-free policy. (Deadline August 15, 2018)
- [Truth Initiative](#) has partnered with 20 California colleges and provides grants up to \$20,000 to adopt a 100 percent smoke-free or tobacco-free college policy (Deadline September 13, 2018)
- [California Department of Justice](#) is distributing \$30 million dollars to help enforce existing tobacco laws and they want colleges to apply (New RFP August 2018)

Please contact Colleen Ganley at [Cganley@CCCCO.edu](mailto:Cganley@CCCCO.edu) if you have any questions or would like additional information regarding the content of this communication.

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# Funding & Support Package

## Two Paid Student Internships Per Campus

Student interns will receive training and assistance with campus-level data collection, analysis and presentation, public speaking, event planning and public health advocacy.

## Funding and Support for Campus Data Collection

Including sample surveys, online platform for data collection, tablets for survey collection, professional reporting and infographics.

## Funding for Policy Implementation

Funds can be used for campus signage and educational materials, as well as a paid social media campaign.

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**In May 2018, the Board of Governors urged all CCC campuses to adopt 100% smoke and tobacco-free policies**

# Tobacco-Free Campus



No-strings-attached funding to assist California Community Colleges with the transition to a smoke, vape, and tobacco-free campus is now available to Modesto Junior College, Columbia College, and the Yosemite Community College District. These funds are available to be used as seen fit by campus administration. The suggestions made in this package are not mandatory.

This funding and support package is being offered through the California Health Collaborative, a non-profit serving California communities since 1982, in collaboration with the Stanislaus County Health Services Agency, the Tobacco Outreach and Prevention Services (TOPS) Coalition of Stanislaus County, and the California Youth Advocacy Network ([catobaccofreecolleges.org](http://catobaccofreecolleges.org)).

Funds come from the recent tobacco product tax increase in California (Prop 56). These funds are available for any component of this effort and are not dependent on successfully adopting and implementing a policy. For example, a campus could use the funds to conduct surveys and opinion polls and then decide not to implement such a policy.

## Funding & Support Package



**All CSU and UC campuses are already 100% smoke, vape, and tobacco-free.**

Tobacco is the leading cause of preventable and premature death, accounting for an estimated 480,000 American deaths in the United States each year, or one out of every five deaths. The young adult years (18-25 years old) are an especially critical time in the development of a tobacco addiction. As California cigarette smoking declined 33.2% between 2003 and 2017, use of alternative tobacco products, including electronic smoking devices and flavored products, has increased. Electronic smoking devices, or e-cigarettes, have increased in popularity over the last few years, as devices become smaller, more discrete, and emit less noticeable vapor clouds.

One effective strategy for preventing young

people from becoming addicted to tobacco and supporting those who are interested in quitting is the adoption of smoke and tobacco-free policies. Smoke and tobacco-free environments positively shift social norms against tobacco use. For these reasons, the young adult years are also a critical time to ensure tobacco-free environments. As the demographic of tobacco use in young adults shift toward e-cigarettes and higher rates of incoming students are already using tobacco products, California colleges have an opportunity to influence health behaviors of these young people through campus policy. Despite this, college campuses often act as a stronghold of tobacco-use, a place where smoking and vaping are still the norm, in an increasingly tobacco and smoke-free world.

# Free Campus



Help to prepare your students for transfer by creating a tobacco-free learning environment on your campus.

Students deserve to learn in a smoke, vape, and tobacco-free space.

AVAILABLE FUNDING	
● \$2,000	TEMPORARY SIGNAGE (BANNERS, A-FRAMES, YARD SIGNS, ETC)
● \$1,000	PROMOTIONAL MATERIALS (BOOKSTORE BAGS, COFFEE SLEEVES, ETC)
● \$1,000	SOCIAL MEDIA CAMPAIGN
● \$500	ON-CAMPUS KIOSK ADS
● \$500	CAMPUS NEWSPAPER ADS
● \$2,000	STUDENT INTERNS (2)
● \$1,500	MEETING SUPPLIES AND REFRESHMENTS
● \$1,000	TOBACCO-FREE CAMPUS EVENT SPONSORSHIP
● \$9,500	<b>TOTAL AVAILABLE</b>
FREE SERVICES	
●	TRAINING FOR CAMPUS POLICE AND HEALTH CENTER STAFF
●	QUIT TOBACCO CLASSES AND QUIT KITS
●	CAMPUS SURVEY ADMINISTRATION, ANALYSIS AND REPORTING
CAMPUS COSTS	
●	PERMANENT TOBACCO-FREE SIGNAGE
●	ASHCAN AND OLD SIGNAGE REMOVAL

# About Us

Funding for this support package comes from the STAAND project at the California Health Collaborative. STAAND is Small Town Allies Against Nicotine Dependency. While California boasts the second-lowest smoking rate in the nation, rates in rural communities are much higher. The overarching goal of this program is to bring tobacco use rates among rural California Gold Country communities to be in line with rates in the rest of the state. Currently, the program aims to: work with community colleges and trade and tech schools in making their campuses tobacco-free, provide expertise and resources to local planning agencies to include tobacco language in city and county general plans, and lastly, to increase engagement in tobacco control advocacy among

young adults in Gold Country communities. Counties served include: Nevada, Sutter, El Dorado, Alpine, Amador, Tuolumne, Stanislaus, Mono, and Inyo.

Additional support come from the Stanislaus County Health Services Agency and the Tobacco Outreach and Prevention Services (TOPS) Coalition of Stanislaus County. Together, these organizations have been engaging Stanislaus County residents in tobacco use prevention activities, events, and advocacy for over twenty years. As well as the Tuolumne County Tobacco Education & Prevention program which provides services that educate the dangers of tobacco use and advocate for smoke-free areas. Program services include: community health

education about tobacco prevention, tobacco cessation resources, programs to promote youth engagement, and technical assistance regarding local and state tobacco laws.

The California Youth Advocacy Network (CYAN) has been providing leadership and expertise on issues related to tobacco-free colleges since 1998. CYAN was an integral partner in the transition to a smoke and tobacco-free system by the UC (2012) and CSU (2017) campuses. Catobaccofreecolleges.org is their one-stop-shop for everything a campus needs to adopt, implement, and enforce a smoke and tobacco-free policy. CYAN can also provide personalized training and support for individual campuses.



California Health Collaborative





**CALL OR EMAIL FOR DETAILS AND TO**

**ACCESS FUNDING & SUPPORT**

**Katie Moose**

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**(916) 661-6206**

**[catobaccofreecolleges.org](http://catobaccofreecolleges.org)**