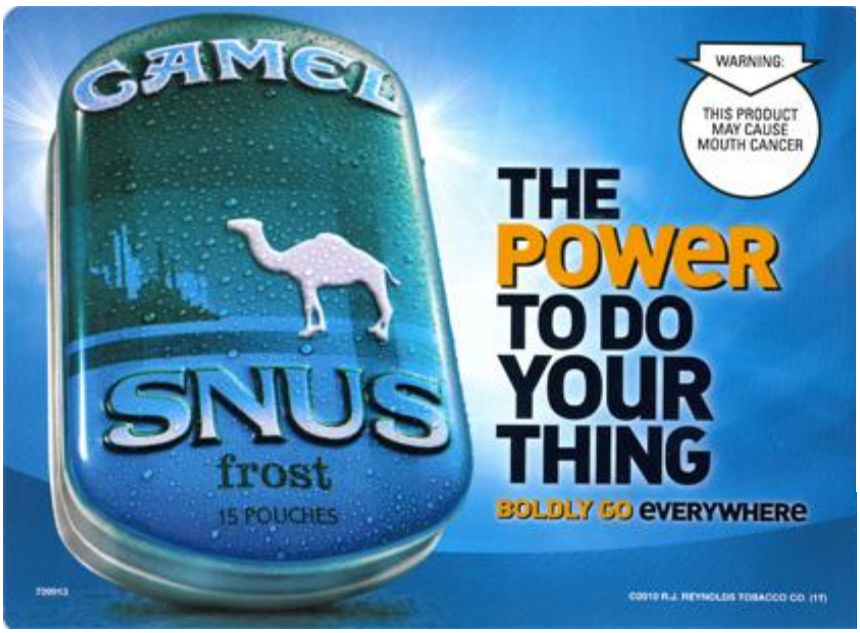
Tobacco-free Colleges and Universities

Smoking causes more than 440,000 deaths in the U.S. each year. The negative effects of tobacco use go well beyond health problems. College student tobacco use is also associated with mental health issues, lower academic performance, high-risk drinking, illicit drug use, and high-risk sexual behavior.

An estimated 1 out of 9 current college students in the US will later die of a tobacco-related illness or disease. Many people start smoking in college. A study published by Rigotti et al. found that nearly 40% of college students either began smoking (11%) or became regular smokers (28%) after entering college.

Smoking rates among college students rose dramatically during the 1990s. The National Institute on Drug Abuse's "Monitoring the Future" survey found that the number of college students who reported smoking in the past 30 days rose by one-third, from 23% in 1991 up to 31% in 1999.



Left: Camel Snus direct mail ad

Top: Camel No.9 wristlet, cocktail napkin, bejeweled lighter, temporary tattoo

Big Tobacco Targets College Students

After The Master Settlement Agreement took effect, the tobacco companies increased their marketing efforts directed at college students and other young adults by sponsoring musical events and parties at college bars, advertising in college newspapers, and passing out free samples at adult venues such as bars.

According to the Alternative Weekly Network, tobacco industry advertising for its products, brand-sponsored bar events, and sponsored concerts, account for approximately 70% of the advertising revenue of alternative weekly newspapers in the United States.

The Landscape in Indiana

Indiana's tobacco control program includes strategies to decrease Indiana adult smoking rates and to increase the proportion of Hoosiers not exposed to second hand smoke. Colleges and Universities have expanded their tobacco use policies on campuses in recent years.

Currently 60 of Indiana's college and university campuses are tobacco-free. This includes eight campuses in the Indiana University system (all except IPFW), all ITT Technical Institute campuses in Indiana, most Ivy Tech campuses around the state, and Purdue University's Calumet and North Central campuses. A full list of tobacco-free colleges and universities can be found on the ISDH-TPC website.

Rank	School Name	100% Tobacco Free Campus*
1	Indiana University	Most campuses are (all but IPFW)
2	Ivy Tech Community College	Most campuses are (all but 3 campuses)
3	Purdue University	2 campuses are (West Lafayette Campus is not)
4	Ball State University	no
5	**Indiana Wesleyan University**	**YES**
6	University of Notre Dame	no
7	Indiana State University	no
8	University of Southern IN	no
9	Vincennes University	no
10	Harrison College	n/a
11	**University of Indianapolis**	**YES**
12	Butler University	no
13	Valparaiso University	no
14	University of Evansville	no
15	University of Phoenix	n/a
16	**Anderson University**	**YES**
17	DePauw University	no
18	**Taylor University**	**YES**
19	**Bethel College**	**YES**
20	Rose-Hulman Institute	no
21	**University of Saint Francis**	**YES**
22	Trine University	no
23	Marian University	no
24	Saint Mary's College	no
25	Oakland City University	no

*TPC Guidelines for a 100% Tobacco Free Campus:

Smoking is prohibited everywhere on the college or university campus, including, but not limited to, all buildings and facilities located on campus, any structure that that is located on campus or brought on campus, parking lots, and in any vehicle on the campus grounds.

Only six of the largest twenty-five colleges/university systems by enrollment in the State of Indiana are currently 100% tobacco-free

Tobacco-free Campus Policies

One of the ways we can protect our Indiana college campuses is to implement policies that encourage healthy behaviors by students, faculty, and staff. The majority of today's K-12 students in Indiana and the rest of the US have come to expect tobacco-free learning environments. Nearly 82% of students in Indiana's public school districts are protected by a district-wide tobacco-free policy. Also, the number of tobacco-free workplaces is growing nationwide. A tobacco-free college campus will help prepare graduating students for the workplace.

Below are the best components to include in a college/university tobacco-free policy:

- Tobacco includes but is not limited to cigarettes, cigars, hookah or water pipe products, spit and smokeless tobacco, chew, snuff, snus, clove cigarettes, bidis, kreteks, and cigarillos.
- Tobacco use is prohibited on all campus grounds, in campus-owned properties, and in campus-owned vehicles. Tobacco use is also prohibited at all institution-sponsored off-campus functions.
- Tobacco sales, industry promotions, advertising, marketing, and distribution are prohibited.
- Tobacco industry and related company sponsorship of campus groups, events, individuals, and departments is prohibited. This includes scholarships, sponsorship of faculty positions, and recruiting for employment.
- Tobacco industry and related company sponsorship of athletic events and athletes is prohibited.
- The college/university divests all tobacco company stocks and holdings.
- The college/university does not accept any direct funding from tobacco companies.
- The campus provides and/or promotes tobacco cessation resources for employees and students. Include tobacco cessation resources such as the free Indiana Tobacco Quitline, 1-800-Quit-Now, in policy communications and reminders.
- The tobacco policy is clearly posted in employee and student handbooks, on the campus website, and in other relevant publications. Key components of the policy are also shared with parents, alumni and visitors, and are posted on signage around campus, e.g. Tobacco use is prohibited on school grounds.

Why Have a Tobacco-free College Campus?

- College students who smoke have higher rates of respiratory infections and asthma as well as a higher incidence of bacterial meningitis, especially among freshman living in dorms (Halperin, 2002).

- Women smokers with human papilloma virus (HPV) are at increased risk of progressing to cervical dysplasia or cancer. Women who smoke and use oral contraceptive pills are at higher risk for thromboembolic diseases such as stroke (Halperin, 2002).

- Smoking has been associated with suicidal tendencies. College students who are daily smokers are more than five times more likely to have either seriously thought about or attempted suicide than non-smokers (Halperin and Eytan).

- College students who are smokers are 50% more likely than nonsmokers to have had two or more sexual partners in the last month (Rigotti, 2000). Even light smokers are over three times more likely to participate in high-risk sexual behavior when concurrently using alcohol or other drugs than nonsmokers (Halperin & Eytan).

In addition to causing direct health hazards, smoking increases costs to the university through increased fire and medical insurance costs, potential fire damage, cleaning and maintenance costs, and costs associated with absenteeism and health care. Tobacco-free campuses yield social, economic and environmental benefits for the college. Going tobacco-free is a concrete step a college/university can make to reduce the environmental impacts associated with tobacco use. Besides reducing exposure to secondhand smoke, tobacco-free policies have also been found to lower tobacco consumption, to motivate quitting, and to help ex-smokers stay quit. Within the context of universities and colleges, smoke-free policies in student housing have been shown to reduce smoking, particularly among students who were not regular smokers before entering college.