

Towards a smokefree university

Guidelines for the implementation
of 100% smokefree environments
in institutions of higher education



ABOUT THE ARGENTINA SMOKEFREE ALLIANCE (ALIAR)

The **Argentina Smokefree Alliance (ALIAR)** is a coalition of over 100 civil society organizations that work together for the promotion of tobacco control policies throughout Argentina, with the aim of protecting people's health from the devastating effects of exposure to second-hand smoke and tobacco consumption.

Exposure to second-hand smoke is a public health issue that requires the joint action of both government and civil society. The implementation of policies that are effective in protecting the general population, is the only way to guarantee every person's right to life, physical integrity, health, and healthy working conditions.

ALIAR is not only a group of medical organizations; it also includes organizations for the protection of human rights and the environment, health professional associations, hospitality sector representatives and communication agencies. ALIAR seeks to strengthen networking for the promotion of tobacco control policies and to coordinate diverse advocacy actions to guarantee their effective implementation.

CONTACT DETAILS:

E-mail: institucional@aliarargentina.org

Website: www.aliarargentina.org

ALIAR on Facebook: www.facebook.com/alianzalibredehumo

TOWARDS A SMOKEFREE UNIVERSITY

GUIDELINES FOR THE IMPLEMENTATION OF 100% SMOKEFREE ENVIRONMENTS
IN INSTITUTIONS OF HIGHER EDUCATION

TOWARDS A SMOKEFREE UNIVERSITY. GUIDELINES FOR THE IMPLEMENTATION OF 100% SMOKEFREE ENVIRONMENTS IN INSTITUTIONS OF HIGHER EDUCATION is a handbook developed by the Argentina Smokefree Alliance (ALIAR) and Latin America Breathes Differently (LARED), published by the Interamerican Heart Foundation Argentina (FIC Argentina) with the support of the Global Smokefree Partnership and the World Heart Federation.

Development of Contents: Patricia Gutkowski, María Elisabet Pizarro, Verónica Schoj (IAHF Argentina/ALIAR)

We would like to thank the collaboration of Maximiliano Zuliani, Ariela Tarcic and Javier Rivera (LARED), who have actively worked to implement 100% smokefree environments in Argentinean universities and collaborated in developing this handbook.

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CONTENTS

1. About the Guidelines	7
2. 100% Smokefree environments: a challenge for the protection of the health of the university community	9
3. What is a 100% smokefree university?	12
4. Four-staged plan to implement 100% smokefree environments in universities	14
5. A case study from Argentina: the ex- perience at the “Universidad Nacional del Centro de la Provincia de Buenos Aires” (National University of the Cen- tral Region of the Province of Buenos Aires-UNICEN)	22
6. Tools for action	28

01

About the Guidelines

> Working and studying in a 100% smokefree environment is a fundamental right that must be guaranteed for the entire population.

Smokefree environments are the only effective measure to protect all people from the devastating effects of exposure to second-hand smoke. They also constitute one of the measures with greatest impact in reducing the tobacco epidemic, which is the leading cause of preventable deaths in most countries.

Although the adoption of 100% smokefree laws has achieved great and continuous progress during the last few years in Argentina and in the rest of the world, experiences have proven that universities are sectors particularly resistant to such measures. Despite the efforts aimed at reducing tobacco consumption in high-level educational settings, in most cases the standards set by the international scientific community are not met. These standards establish that [the only way to protect people from the harm caused by the exposure to second-hand smoke is the implementation of 100% smokefree environments in all indoor public venues and workplaces](#), with no exceptions^{1, 2}. For these reasons, these Guidelines are based on the international tobacco control recommendations and are aimed at capitalizing the experience acquired during the process of implementing 100% smokefree environments in Argentinean universities and in other countries.

[TOWARDS A SMOKEFREE UNIVERSITY. GUIDELINES FOR THE IMPLEMENTATION OF 100% SMOKEFREE ENVIRONMENTS IN HIGH-LEVEL EDUCATIONAL INSTITUTIONS](#) is a publication designed to guide the process of promoting 100% smokefree universities and to offer a set of useful tools to plan actions, to strengthen multi-sectorial participation of the university community, to reach the consensus needed to establish a smokefree policy, and to successfully lead the process of cultural change. These Guidelines are the main outcome of a project for promoting the implementation of 100% smokefree environments in Argentinean universities. This

project started in 2009 and was developed by members of the [Argentina Smokefree Alliance \(ALIAR\)](#) and young advocates from [Latinoamerica Breathes Differently \(LARED\)](#), with the support and collaboration of the [Inter American Heart Foundation Argentina](#), the [Global Smokefree Partnership](#) and the [World Heart Federation](#). We hope these Guidelines become reference literature to advocate for smokefree universities and to protect the health of all who study and work in high-level educational institutions.

NOTES

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1 Framework Convention for Tobacco Control, World Health Organization, 2003. Available at: <http://whqlibdoc.who.int/publications/2003/9241591013.pdf>

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2 Guidelines for protection against second-hand smoke. World Health Organization, OMA/FCTC/COP/2/17 4 de julio de 2007. Available at: http://www.who.int/fctc/cop/art%208%20guidelines_english.pdf

02

100% Smokefree environments: a challenge in the protection of the health of the university community



Exposure to secondhand smoke in indoor public places is one of the leading causes of preventable deaths in the workplace and a serious public health issue.¹

In Argentina, exposure to secondhand smoke causes about 6000 deaths among non-smokers every year. The scope of the problem is such that the implementation of 100% smokefree environments is essential to move forward in the protection of the health of the population.

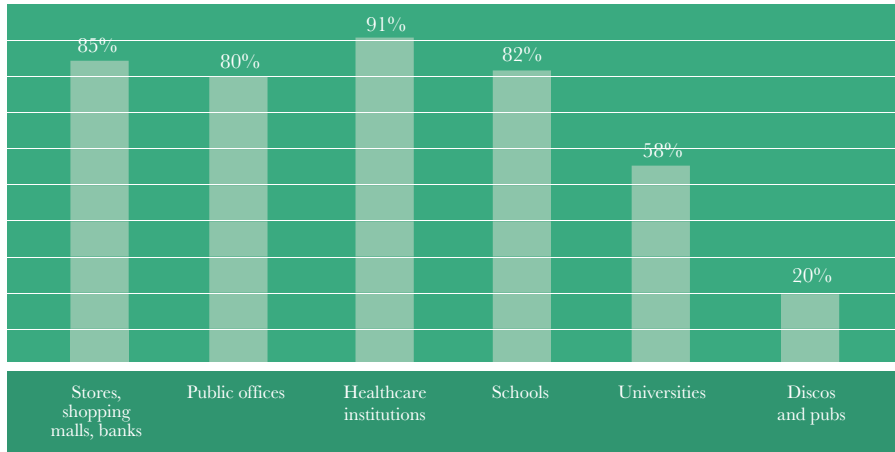
During the last decade, several Argentinean provinces enacted 100% smokefree environment laws, and in 2011 the National Tobacco Control Law N° 26687 was issued. However, local and foreign experiences indicate that universities are one of the most challenging settings for the implementation of 100% smokefree environment legislation. In fact, in most of the jurisdictions where smoking bans have been successfully implemented in indoor public places and workplaces, universities usually show the lowest levels of compliance. For this reason, high-level educational institutions require special attention and specific actions to engage the university population in the successful implementation of 100% smokefree environments.

In the case of Argentina, before the enactment of the National Tobacco Control Law, several national universities disavowed provincial and/or municipal smokefree environment ordinances by invoking their autarchic status or arguing jurisdictional conflicts. Today, despite the existence of the National Tobacco Control Law, many of them still ignore the measure.

This has been demonstrated in several research studies that showed that, even in those cases in which a proper compliance of the norm is observed in most venues, universities are usually a resistant sector. For example, this was shown in an opinion poll conducted by ALIAR in 2008-2009 in 25 Argentinean cities . The study was

designed to assess the support to and perception of compliance with smokefree legislation in jurisdictions that have already implemented 100% smokefree environment policies. Universities and discos showed the lowest levels of compliance with these measures (see Graph 1).

Graph 1. Perception of compliance by type of establishment (Argentinean cities with 100% smokefree environment legislation)



Cities with 100% smokefree environments' legislation

Source: Schoj V, Alderete M, Linetzky B, Lago M and Ianovsky O, **Encuesta de opinion sobre ambientes libres de humo de tabaco en 25 ciudades Argentinas**. 2008-2009. Ms.

However, despite this unfavorable scenario, during the last few years some of these educational establishments have initiated a process to promote internal smokefree regulations. Although much remains to be done, many universities have shown their commitment to public health and have implemented 100% smokefree policies.

The key to successfully embark on this path is to recognize that it is a process that takes time and that it must be generated internally, from the university community.

To achieve the cultural change necessary for a successful implementation of 100% smokefree environments, it is essential to have the commitment, collaboration, conviction and active participation of the entire university community.

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1 U.S. Department of Health and Human Services, **The Health Consequences of Involuntary Exposure to Tobacco Smoke. What it means to you.** Surgeon General, 2006.
<http://www.surgeongeneral.gov/library/secondhandsmoke/secondhandsmoke.pdf>

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2 Schoj V, Alderete M, Linetzky B, Lago M y Ianovsky O. **Encuesta de opinión sobre ambientes libres de humo de tabaco en 25 ciudades Argentinas.** 2008-2009. Ms.

03

What is a 100% smokefree university?

- > A university that declares all indoor places in the campus 100% smokefree is a university that guarantees its community's right to health.

When someone smokes in an indoor space, the air is contaminated with tobacco smoke and all people, both smokers and non-smokers, breathe this air and are exposed to its harmful effects. There is no safe level of exposure to tobacco smoke.

A university is 100% smokefree when smoking is not allowed in any indoor areas on its premises, i.e. does not admit smoking areas (such as halls, stairs, bars nor any other indoor place)-even with structural separations or false solutions such as air purifiers and ventilation systems. In 100% smokefree university, smoking is only allowed outdoors.

There is a broad corpus of scientific evidence that proves that breathing second-hand smoke causes disease and death among non-smokers¹. Also, exposure to secondhand smoke hinders the exercise of basic human rights recognized in international treaties, such as the right to life, the right to physical integrity, to health, and to safe and fair working conditions. The implementation of 100% smokefree environments is effective because it has been shown to reduce morbidity and mortality among non-smokers, to guarantee the right to safe and healthy workplaces and to reduce tobacco use among youth^{2,3}.

Exposure to second-hand smoke among non-smokers¹:

- Increases the risk of cardiovascular disease by 30%
- Increases the risk of lung cancer by 25 %
- Increases the risk of asthma and the frequency of asthma attacks.
- Increases the risk of breast cancer by 70%, particularly in young women.
- Increases the risk of chronic respiratory diseases with symptoms like cough, catarrh, phlegm, and fatigue.
- Increases irritation such as dry eyes, throat burn, sneezing, and nasal congestion.
- Increases the risk of developing diabetes my 16%⁴
- Increases the risk of stroke by 25%⁵

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1 The consequences of exposure to second-hand smoke in adults and children have been documented in a great number of studies. Most of these are summarized in: U.S. Department of Health and Human Services, **The Health Consequences of Involuntary Exposure to Tobacco Smoke. What it means to you.** Surgeon General, 2006. <http://www.surgeongeneral.gov/library/secondhandsmoke/secondhandsmoke.pdf>

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2 Fichtenberg CM, Glantz SA, **Effect of smokefree workplaces on smoking behaviour: systematic review.** BMJ. 2002 Jul 27;325(7357):188.

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3 Wakefield MA, Chaloupka FJ, Kaufman NJ, Orleans CT, Barker DC, Ruel EE, **Effect of restrictions on smoking at home, at school, and in public places on teenage smoking: cross sectional study.** BMJ 2000; 321:333-337.

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4 Zhang L, Curhan G, Hu F, Rimm E, Forman J, **Association Between Passive and Active Smoking and Incident Type 2 Diabetes in Women.** Diabetes Care February 2011.

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5 Mackay DF, Pell J, **Meta-analysis of the association between secondhand smoke exposure and stroke.** J Public Health fdr025 2011.

<http://jpubhealth.oxfordjournals.org/content/early/2011/03/20/pubmed.fdr025.abstract>

04

Four-staged plan to implement 100% smokefree environments in universities

> The commitment of all sectors of the university community is the key to successful implementation.

Any sector from within the university community can lead a 100% smokefree initiative: students, faculty, authorities or support staff. However, it is essential to engage the decision-makers within the university in order to facilitate the development of the project. The implementation of 100% smokefree environments is a gradual process that seeks to transform university culture. Therefore, it demands participation, communication and consensus.

STAGE 1:

Know the status quo

ACTIONS:

01. Check for previous regulations.

Confirm the existence or absence of resolutions regarding 100% smokefree environments. In case of existing regulations, you will need to determine a course of action: the modification of the regulation or the promotion of a new norm that meets health protection standards.

02. Identify key stakeholders

These include university authorities, student organizations, labor unions, faculty associations, and others. Engage them to collaborate in an inter-sectorial effort.

03. Determine the baseline

Gather information about tobacco use, degrees of knowledge regarding the harm caused by second-hand tobacco smoke, and levels of support to the implementation of 100% SFEs, among students, faculty and support staff, and an evaluation of tobacco use behaviors within the university's indoor areas.

***** Recommendations for stage 1:

Among other useful tools, **an opinion poll** is one of the most effective instruments to obtain information about tobacco use, knowledge of the subject, and levels of support to 100% SFEs. A simple **observational protocol** will also be helpful to determine where smoking is allowed within the university premises (examples in Chapter 6).

STAGE 2

Pave the way

ACTIONS:

01. Find allies

This will show the initiative as coming from a group or sector that is representative of the university community.

02. Educate the university community

You need to raise awareness regarding the harm caused by exposure to second-hand smoke and the need for a 100% smoke-free university, as well as to empower the university community and obtain its commitment.

03. Elaborate a proposal

The proposal could include the basic arguments supporting the initiative, the steps that must be followed to guarantee a successful implementation, the benefits of 100% SFEs and a sample text for the smokefree Resolution. The proposal should include the ban of tobacco sale, advertising and promotion inside the university premises.

04. Request the implementation of 100% smokefree environments

Submit the proposal to the university authorities.

* Recommendations for stage 2

A good way to engage allies and strengthen the future implementation of 100% SFEs is to **create a committee** that represents all university sectors: faculty, students, counselors, administrative staff, etc. This Committee will be responsible for the general coordination of the process of making the university 100% smokefree and it will become the reference for the rest of the community. Therefore, the members of the committee should receive basic **training** regarding tobacco control issues.

There are different ways to increase awareness among the university population, such as organizing **talks or workshops**, developing and disseminating **print and online material** on **websites, bulletin boards, internal publications, social networks, mailing lists**, etc. (examples in Chapter 6). All materials should try to follow the same visual identity and have uniform language, so they can be seen as part of a specific campaign thus increasing campaign awareness. To achieve this internal coherence we recommend the implementation of an image/logo that identifies the campaign and the selection of attractive components (a dominant color, typography, etc.), as well as

the messages that you want to communicate. A slogan that identifies the campaign and is reproduced in the different pieces could also be useful.

STAGE 3

Implement 100% smokefree environments (SFE)

Once the commitment of university authorities is guaranteed, the following steps are needed:

ACTIONS:

01. Issue a resolution to implement 100% SFEs

In all indoor university premises, with no exceptions.

02. Enable a channel for queries

It could be an e-mail address, a section in the university website or a telephone number. Designate a person in charge of this channel to answer the queries.

03. Inform the community

Communicate the date in which the Resolution will enter into force. All students, faculty members and support staff should be aware of the process of 100% SFEs implementation and its scope.

04. Develop and distribute informative material

The materials could detail the benefits of 100% SFEs, and could also promote tobacco cessation, provide detailed information about the new Resolution and its entry into force, etc. Data gathered during Stage 1 could also be used to disseminate the degree of public support to the initiative.

05. Put up signage that indicates the smoking ban

Posters and signs should be clear and simple and they should be placed in strategic locations such as main entrances, corridors and cafeterias. Remove ashtrays and any other object that incites people to smoke.



Flyer distributed in the School of Medicine, National University of Tucuman



Poster used in the School of Social Sciences, UNICEN

*** Recommendations for stage 3:**

It is advisable to use the university's institutional communication channels to disseminate the date of entry into force of the 100% SFE regulation. This will contribute to the perception of the norm as an institutional commitment and not as the initiative of a particular sector. The distribution of flyers, posters and bulletin boards, university web communications and mailing lists, social networks, and institutional publications, are complementary alternatives. However, it is important that **the “spokesperson” of this communication strategy always represents the university**, and not a sub-group of its community.

It is also recommended to launch the implementation process in a **public event** or a small **flyer-and-poster** campaign in anticipation of the entry into force. Other options include setting a **stand with informative materials** in a high-transit area of the premises or conducting a **“countdown”** to the day of entry into force.

In order to know the impact of the resolution, it is useful to evaluate the results of the initiative six months after the implementation of the 100% SFE policy.

ACTIONS:

01. Evaluate the project's success

Conduct a study to evaluate the impact of the implementation and compare the results with data gathered in Stage 1 (baseline data).

02. Analyze the outcomes

The results will be useful to determine whether it is necessary to plan new dissemination and communication strategies thus facilitating a successful implementation of 100% SFEs.

* Recommendations for stage 4

To evaluate the success of the initiative, it is advisable to make a pre and post comparison repeating the baseline studies of Stage 1 after the implementation of the SFE resolution. For example, if an **opinion poll** is conducted, it will also be possible to measure the perception of compliance with the Resolution.

The dissemination of the evaluation's results could also be done through a variety of channels, which will contribute to keep the issue alive and strengthen the community's commitment to the norm.

It is also advisable to repeat the evaluation several months or a year after the entry into force, in order to observe the evolution and the degree of support provided to the initiative by students, faculty members and support staff over time. These results should be used to plan follow-up actions to strengthen the implementation of the norm.

STAGE 1

Know the status quo



01. Check for previous regulations.
02. Identify key stakeholders
03. Determine the baseline

STAGE 2

Pave the way



01. Find allies
02. Educate the university community
03. Elaborate a proposal
04. Request the implementation of 100% smokefree environments

Common -but avoidable- errors

- Leaving one or more groups within the community out of the implementation process.
- Issuing a 100% SFE Resolution with no previous actions to achieve a consensus or facilitate community participation.
- Working for the short term without considering follow-up evaluations or strategies.
- Failing to enable channels to foster communications between different sectors.
- Declaring a 100% smokefree university with no concomitant education campaigns to support the process of cultural change.

STAGE 3

Implement 100% smoke-free environments (SFEs)



01.
Issue a Resolution to implement 100% SFEs
02.
Enable a channel for queries.
03.
Inform the community.
04.
Develop and distribute informative materials
05.
Put up signage that indicates the smoking ban.

STAGE 4

Evaluate results



01.
Evaluate the project's success.
02.
Analyze the outcomes.

05

A case study from Argentina: the experience at the National University of the Province of Buenos Aires' Center (UNICEN)



The progress made by some Argentinean universities encourages other institutions to replicate the experience.

An initiative led by the [Argentina Smokefree Alliance \(ALIAR\)](#) and young advocates from [Latin America Breathes Differently \(LARED\)](#) was developed during 2010 to promote the implementation of 100% SFEs in a few Argentinean national universities. The [National University of the Province of Buenos Aires' Center \(UNICEN\)](#) was one of them.

The ten Schools that belong to UNICEN have a total of about 12,000 students. UNICEN's schools are distributed in three Campus located in three different cities: Tandil, Azul and Olavarría. Home to 400,000 people, these cities presented a heterogeneous tobacco control scenario when the project was launched in 2010 . The city of Olavarría had a ordinance 100% SFE since 2008, Tandil had a partial smoking restriction that did not meet international public health standards, and Azul had no smokefree regulation at all.

The initiative to implement 100% SFEs in this university was part of this project and was promoted by the student body with support from faculty members and support staff. The initial objective was to facilitate the implementation of 100% SFEs in the School of Social Sciences, but the success of the initiative fostered its expansion to all other UNICEN venues.

The project's different stages were developed during a period of approximately 18 months that included strategic planning, analysis of the situation in each academic unit, education of the decision-makers and increasing awareness among the university population in general, as well as the intervention and evaluation of results.

In order to gain better understanding of the situation in the School of Social Sciences, the first step was to establish a baseline by conducting an observational pro-

toocol that confirmed the presence of people smoking in halls, corridors, and other indoor university premises. This data was presented to the Dean of Social Sciences in an interview to inform him about the project and obtain his approval for implementing a 100% SFE policy. The meeting also provided an opportunity to show the Dean the arguments in favor of 100% smokefree institutions and the dangers posed by students and workers' exposure to second-hand smoke. The Dean offered his endorsement and willingness to support the implementation.

An interview was also requested with a representative of the support staff, who showed special interest in the proposal and expressed his commitment to participate. Finally, during a meeting with the Students' Council, the students' representatives supported the project and offered to present it to the Academic Council.

With the purpose of investigating the degree of knowledge regarding harm to health caused by exposure to second-hand smoke, perception of smoking in indoor areas and level of agreement with the implementation of 100% SFEs in the university, the project team conducted an anonymous opinion poll. The School of Social Sciences holds a total of 4 majors with 30 courses each. A representative random sample was taken from the universe of students. All faculty members, support staff, and authorities were interviewed.

To establish the baseline 105 people were polled, and 119 were included in the post-intervention evaluation. According to the results, 84.3% of the population had seen people smoking in indoor areas of the School and 92.4% expressed their support to the SFE university initiative. As to knowledge of harm caused by exposure to second-hand smoke, 86.3% of respondents reported knowledge of respiratory disease, 74.5% of lung cancer, and 57% reported knowledge of the increased risk of cardiovascular disease.

This information was very useful to provide legitimacy to the implementation of the project, since it documented the almost unanimous support of the university community and the high level of knowledge regarding the harm caused by second-hand smoke exposure. Similarly, most of the community members agreed that smoking was common in indoor areas inside the university, especially in halls and corridors.

Two workshops were conducted to prepare the grounds for the intervention, one for students and the other for faculty members and support staff. At these events, members of the work team explained the objectives of the project, the benefits of 100% SFEs and the harm to health caused by exposure to second-hand smoke. They also distributed brochures in the premises to inform that the School of Social Sci-

ences would become 100% smokefree and explaining the benefits for the community. Similar information was published on the School's website to disseminate the scope of the project.



Sign placed at the entrance of the School of Social Sciences, UNICEN

On July 2nd, 2010, after 3 months of work, the Student Council presented at an Academic Council meeting the request to declare the School 100% smokefree and a model Resolution that also included the banning of tobacco sales and advertising on school premises. The Resolution was passed by unanimous vote. As a consequence, under the provision stated in Resolution 084-10, the School of Social Sciences of the UNICEN was to become 100% smokefree on September 21st, 2010.

As part of the measures implemented, a committee was created to work in the implementation process and to monitor compliance. The committee comprised students, faculty, support staff, and authorities (one for each group) . One of the first activities was to design and print signage to be placed at entrances and in different indoor areas of the school.

The measure had a great impact in the local media, including print press, radio and T.V. This greatly contributed to the dissemination of the initiative and its acceptance by the community.

EL POPULAR Domingo 19 de Febrero de 2010

Portada Secciones Suplementos Especiales Edición impresa

Edición Anterior 20 de Setiembre de 2010

LA CIUDAD

Desde mañana, la Facultad de Sociales será 100% libre de humo de tabaco

Aseguran que más del 90% de la población de la facultad aprobó la medida. La norma se pondrá en marcha en toda la librería desde el aula próxima. Sociales hace punta en una medida saludable para alumnos, docentes y no docentes.

A partir de mañana la Facultad de Ciencias Sociales de la Universidad Nacional del Centro de la Provincia de Buenos Aires pondrá en marcha la resolución N° 0819 del Consejo Académico que declara a la Facultad 100% libre de humo de tabaco en todos los espacios cerrados de la institución. De esta manera, la Facultad encabeza la puesta en marcha de la resolución del Consejo Superior de la Universidad que en 2011 hará que toda la Universidad sea libre de humo.

Para Maximiliano Zulliani, estudiante e integrante de Lared (Latinoamérica Respira Diferente) y de la Alianza Libre de Humo de Tabaco Argentina (ALHT), "este año el Día del Estudiante nos encuentra con una novedad muy importante como es la puesta en marcha de la resolución de ambiente 100% libre de humo de tabaco en la Facultad de Ciencias Sociales. El 92% de la población de la facultad está a favor de la implementación de ambiente 100% libre de humo de tabaco y hoy estamos festejando que tenemos la



09/20/10 - Journal El Popular, Olavarría
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LA VOZ DE TANDIL

Lasudas 01/03/11

Todas las facultades de la UNICEN son libres de humo

El Consejo Superior de la Universidad Nacional del Centro de la Provincia de Buenos Aires aprobó la resolución N° 0819 del Consejo Académico que declara a la Facultad 100% libre de humo de tabaco en todos los espacios cerrados de la institución. De esta manera, la Facultad encabeza la puesta en marcha de la resolución del Consejo Superior de la Universidad que en 2011 hará que toda la Universidad sea libre de humo.

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MÁS INFORMACIÓN

Desde este martes la Facultad de Ciencias Sociales de Olavarría es 100% libre de humo de tabaco

La Universidad Nacional del Centro puso en marcha la resolución del Consejo Académico que en la semana... 90% de la población de la facultad está a favor de la implementación... de Maximiliano Zulliani, integrante de Latinoamérica Respira Diferente (Lared) y Alianza Libre de Humo de Tabaco Argentina (ALHT). Aseguran que la medida apunta por la línea que se aprobó para otras universidades nacionales.

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Once the 100% SFE policy was implemented, the committee evaluated the impact of the policy. It repeated the observational protocol to corroborate compliance with the Resolution by observing the presence/absence of people smoking in indoor premises, the presence of cigarette butts and ashtrays, and also the presence of adequate signage. The results indicated that there was no evidence of tobacco use in any of the indoor areas of the school. A post-intervention opinion poll showed a reduced perception of exposure to second-hand smoke by the community, both among smokers and non-smokers. The reduction of observed smoking was significant, from 84.3% to 39.5% (OR: 0.20 IC: 0.12 – 0.33; P= 0,000). Although these figures were impressive, the persistence of almost 40% of people who continued to report smoking in the School premises showed the need to strengthen educational efforts, increase awareness and monitor compliance even beyond the conclusion of the specific project. The level of support for 100% smokefree environments was about 90% before and after the intervention.

The high acceptance of and compliance with 100% SFEs in the School of Social Sciences of the UNICEN promoted the expansion of this policy to all UNICEN venues. After this successful precedent and supported by previous requests made by members of tobacco control organizations, the students worked to obtain the endorsement of the President of the University and the Superior Council to implement 100% SFEs throughout the entire university. To achieve this goal and to increase community awareness, they distributed brochures that explained the policy and its advantages. They later obtained the endorsement of the President to talk about the project at a meeting of the Superior Council.

After obtaining support from the university authorities, a series of new activities was developed to increase awareness among other relevant decision-makers. E-mails were sent to representatives of the faculty, support staff and others with information on the advantages of a 100% smokefree university and the harm caused by second-hand smoke. A meeting with the students' representative at the Superior Council was convened to provide further information. This meeting was very successful since, as it had already occurred in the School of Social Sciences, the Student Council decided to present a model text of the Resolution at the Committees' Session –where the project would be discussed first-, and then to a session of the Superior Council.

Finally, the issue was treated at the Committees' Session. Some resistance was shown by a few Council members, who suggested the designation of smoking areas and the permission to sell tobacco in kiosks and cafeterias. After failing to achieve consensus regarding these issues, the final decision was referred to the meeting of the Superior Council.

The Superior Council of the UNICEN met on August 5th, 2010 to discuss the 100% smokefree policy. Following an extensive debate regarding the proposed Resolution, the Council members unanimously decided to declare the UNICEN 100% smoke-free and to ban tobacco advertising from university premises. They also suggested the inclusion of an Article to the contracts signed with cafeteria franchisers prohibiting the sale of tobacco products. The Resolution entered into force on January 1st, 2011, and as of today the UNICEN is a 100% smokefree university.

This experience is an example of **the importance of engaging and increasing awareness among all sectors of the university community to promote a 100% smokefree environments policy**. Despite the heterogeneity presented by the legislation in the different cities that host UNICEN venues, the commitment shown by students, faculty members, support staff and authorities facilitated the adoption of a policy that protects the right to health, thus starting the process to achieve a successful implementation.

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1 The national tobacco control law (n° 26.687) was published in June 2011. Until then, the situation that prevailed in the different provinces and municipalities of Argentina regarding protection against second-hand smoke was very diverse and several jurisdictions did not have this type of legislation.

06

Tools for action

In this chapter we offer a set of instruments to facilitate the implementation of 100% smokefree environments in universities.

6.1 Model for a pre- and post-intervention observational protocol¹

Observational studies are very simple, inexpensive, and easy to develop. This makes them essential tools to carry out a situation diagnosis and to measure the efficacy of the policy once it is implemented.

Direct observation and pre- and post-intervention studies are effective instruments to monitor compliance with 100% SFE policies. These protocols can be used to evaluate the presence/absence of people smoking, of tobacco smoke odor and/or ashtrays, cigarette butts, and adequate signage indicating the smoking ban.

To develop this type of study it is necessary to define the general methodological aspects, including the venues that will be observed, days and times of observation, and number of visits. Once these aspects are defined, it is time to carry out the observations.

Observational protocol: data gathering form

Day of the week:	Time of day:
Sector: Corridor <input type="checkbox"/> Hall <input type="checkbox"/> Classroom <input type="checkbox"/> Library <input type="checkbox"/> Professors' Lounge <input type="checkbox"/> Cafeteria <input type="checkbox"/> Bathrooms <input type="checkbox"/> Administrative office <input type="checkbox"/>	
1 Is anyone smoking?	Si <input type="checkbox"/> No <input type="checkbox"/>
2 Is there signage stating that smoking is not permitted?	Si <input type="checkbox"/> No <input type="checkbox"/>
3 Does signage comply with the policy? *	Si <input type="checkbox"/> No <input type="checkbox"/>
4 Are there any ashtrays or matches visible?	Si <input type="checkbox"/> No <input type="checkbox"/>
5 Are there any cigarette butts visible?	Si <input type="checkbox"/> No <input type="checkbox"/>
6 Did you observe people smoking outside the entrance/exit, on the sidewalk? **	Si <input type="checkbox"/> No <input type="checkbox"/>

To analyze data, the observed space will be considered 100% smokefree if the answers are negative for variables 1,4,5 and 6**, and positive for variables 2 and 3*.

* This question applies only to post-implementation observations and only in the cases that the policy implemented by the university includes the placement of signage with specific, mandatory features.

** This question applies only to post-implementation observations and only in the cases that the policy implemented by the university includes the prohibition of smoking in the immediate surroundings of the buildings/entrances.

6.2 Model Text of a Resolution to implement 100% smokefree environments in universities

This model is based on the Resolution passed by the Superior Council of the School of Social Science of the National University of the Province of Buenos Aires' Center (UNICEN), Argentina.

[NAME OF UNIVERSITY /SCHOOL]

Resolution No. [XXX]

WHEREAS:

Due to the lack of regulations regarding tobacco use in indoor areas within this University,

This [SUPERIOR COUNCIL/BOARD OF GOVERNORS/AUTHORITY] has an obligation to ensure environmental health standards are met;

Art. 41 of the National Constitution of Argentina states that "all people are entitled to a healthy and balanced environment fit for human development ..." and that "the authorities shall provide for the organization of this right."

Tobacco use is the leading cause of preventable death in the world.

The World Health Organization indicates that smoking is a serious but preventable disease.

Exposure to tobacco smoke poses a risk for nonsmokers because it causes disease, disability and death.

It is scientifically proven that the effective protection of health requires the creation of 100% smokefree environments and that ventilation and designated smoking areas are not effective to protect health.

THE [SUPERIOR COUNCIL /AUTHORITY] of [NAME OF UNIVERSITY /SCHOOL] resolves:

ARTICLE 1°: Tobacco use in all its forms, in all indoor public or private access to this university, is hereby prohibited.

ARTICLE 2°: As part of this resolution - by way of clarification and definition - the following concepts contained in the preceding article are hereby stipulated:

A) "indoor space" means all spaces that have a roof of any height and material of manufacture and one or more walls of any height and material, with no influence with regard to this definition from the number, type or size of the openings (doors , windows, etc.) that this space could have. Similarly, ventilation systems (exhaust fans, air conditioners, fans, etc.), whatever their type, ventilation capacity, location and / or quality, will not be considered as factors that may transform the definition of an indoor space. This definition includes kitchens, bathrooms, elevators, stairways, and any other building or space that meets the specified characteristics.

B) the enclosed space of any vehicle property of the University/School or used to provide a service thereof is also considered within the definition of "indoor space".

ARTICLE 3°: The promotion, advertising and sale of tobacco products in the premises of the [school / university] is hereby prohibited. Cigarettes and other tobacco products will not be available for purchase in any of the kiosks, bars, cafeterias and other premises within the university campus.

ARTICLE 4°: Patios, terraces, balconies and other public or private outdoor

spaces are exempted from the smoking ban under this regulation.

ARTICLE 5°: The violation of this regulation by students, faculty members, support staff and directors of the [SCHOOL / COLLEGE] shall be liable to sanctions by the authorities or whom they may appoint for that purpose. *

ARTICLE 6°: Ashtrays and any other smoking-related object shall be removed and signs shall be placed in visible places in the [COLLEGE / UNIVERSITY] premises with information about the regulation established in Article 1.

ARTICLE 7°: The [Superior Council / authority] shall inform about the validity and scope of this resolution to the entire community of this University/School.

ARTICLE 8°: All members of this institution shall comply with and enforce this resolution.

IN WITNESS WHEREOF the undersigned, being duly entitled to that effect, this Resolution be recorded, communicated to those concerned and filed.

* This article must be adapted according to the regulatory framework that governs each university.

6.3 Models and recommendations for the development of educational and informative materials

The development of simple communicational materials is recommended to prepare the grounds for the implementation of 100% SFEs. We present here a list of basic pieces that we deem convenient to increase awareness among the university community and to communicate the adoption and entry into force of the 100% SFE norm.

- **Flyers** to distribute in high-transit areas of the premises
- **Posters** to put up in bulletin boards targeting students, professors and support staff
- **Articles** to publish in the institutional website, as well as social networks and other

communicational channels such as mailing lists, bulletins, etc.

- **Signage indicating the smoking ban**, including the Resolution n°, for placement in strategic spots throughout the premises

- **Brief informative documents** to distribute in workshops and talks

We provide a few models below, to increase awareness in the community regarding the importance of implementing 100% SFEs and to publicize the norm's entry into force. These short documents complement each other and can be used for dissemination through the university website or in flyers. We also recommend including the university logo and an e-mail address for queries, in all cases.

Model 1: Information on tobacco smoke content.

Did you know that a 100% smokefree environment helps save lives?

When someone smokes in an indoor space, the air becomes polluted with tobacco smoke. All people, smokers or not, breathe this air and are exposed to its harmful effects.

Tobacco smoke contains:

- > **Poisonous gases:** carbon monoxide, butane, ammonia, toluene, cyanide
- > **Carcinogenic chemicals:** vinyl, benzene, formaldehyde, Polonium 210, arsenic
- > **Toxic metals:** lead, cadmium, chromium

This is why the only effective way to protect the university community and to defend the rights of students, faculty and support staff to the highest attainable standard of health, is to implement 100% smokefree environments in all indoor spaces of our university.

Informative text used in UNICEN materials

Model 2: Information about the benefits of 100% smokefree environments.

Enjoy 100% smokefree environments

100% smokefree environments...

- > Guarantee the right of students, faculty and other university staff to study and work in a healthy environment
- > Reduce tobacco use among smokers and encourage people to quit
- > Are recommended by all scientific associations and the World Health Organization
- > Protect health and save lives

Choose life!

Join the struggle to make our School
100% smokefree.

Informative text used in materials from the National University of Tucuman and materials from the National University of Litoral

Model 3: text to announce the date of entry into force of the 100% smokefree university resolution

[UNIVERSITY LOGO]

From [DATE] on, our university will be 100% smokefree

Through Resolution N° [XXX], the [NAME OF UNIVERSITY] will implement 100% smokefree environments in all indoor spaces within its premises, with no exceptions. Therefore, smoking will only be allowed outdoors and the right to health of the university community will be guaranteed.

Today we choose to study and work in a healthier environment.

Choose life!

Join the effort to defend our health

[SIGNATURE: IT COULD BE THE COMMITTEE FOR IMPLEMENTATION OF 100% SFES, THE SUPERIOR COUNCIL, OR ANY OTHER COMPETENT AUTHORITY]

[E-MAIL OR OTHER CONTACT INFORMATION]

Apart from the basic information about the benefits of 100% smokefree environments, it is also advisable to disseminate the results of the diagnosis studies. To achieve the consensus necessary for the implementation of the policy it could be useful to publicize the data regarding tobacco use in the university population, how the implementation of the norm could contribute to reduce it, and the level of support from the community to a 100% smokefree university.

6.4 Online resources for the implementation of 100% smokefree environments

There are many Argentinean and international resources that are useful to promote the implementation of 100% SFEs in universities, as well as to obtain information about the benefits of these policies and the harm caused by exposure to second-hand smoke. Below, we detail a few of these websites that offer tools to plan for and carry out a successful implementation:

Argentinean sites with information on tobacco control and tools for implementing 100% smokefree environments:

- **Argentina Smokefree Alliance (Alianza Libre de Humo de Tabaco Argentina), ALIAR:**
www.aliarargentina.org (Spanish)

Coalition of over 100 civil society organizations that work together to promote 100% smokefree environments and other tobacco control policies. This website provides information about 100% SFEs, Argentinean legislation, local research, Argentinean communicational campaigns and other helpful resources.

- **Latin America Breathes Differently (Latinoamérica Respira Diferente), LARED:**
www.latinoamericarespira.blogspot.com (Spanish)

Network of Latin American young tobacco control advocates. The objective of LARED is to promote effective public health measures through the articulation of actions by youth action committed to protecting life, health, human rights, and justice. Many of these young people have worked in the promotion of 100% SFEs in Latin American universities and can be contacted through their blog to provide assistance about these issues and more.

- **Interamerican Heart Foundation Argentina (Fundación Interamericana del Corazón Argentina), FIC Argentina:**

www.ficargentina.org (Spanish)

Organization whose mission is to prevent cardiovascular and chronic diseases through the promotion of public health policies and healthy lifestyles. Its website contains information on tobacco control including informative documents, tools, and research with local data.

- **National Tobacco Control Program:**

www.msal.gov.ar/tabaco (Spanish)

This website by the Ministry of Health of Argentina contains information on the tobacco epidemic in the country and the government's actions to tackle it. Other

information includes national and provincial campaigns, general tobacco control information, epidemiological data, resources for tobacco cessation and a list of institutions across the country that provide assistance to quit smoking, most of them for free.

International sites containing information about 100% smokefree environments and tools for its implementation in universities:

- **Americans for Non-smokers' Rights (ANR):**

www.no-smoke.org

An organization in the United States that was pioneer in the promotion of 100% SFE legislation. This website offers a wide variety of resources and guidelines for the implementation of 100% SFEs.

- **Global Smokefree Partnership (GSFP):**

www.globalSmokefreePartnership.org

Network of organizations across the world to promote effective policies to implement 100% SFEs internationally. The website contains different guidelines for the promotion and implementation of 100% SFE legislation and provides information regarding the status of 100% SFE legislation around the world.

- **International Union Against Tuberculosis and Lung Disease (the Union)**

www.tobaccofreeunion.org

The Union is a network with over 10,000 members world-wide whose mission is to bring innovation, expertise, solutions and support to address health challenges in low- and middle-income populations. Apart from providing information on tobacco use, The Union published a guide to implement 100% SFEs in universities that can be downloaded for free at <http://www.tobaccofreeunion.org/content/en/205/>

- **Campaign for Tobacco-Free Kids: International Resource Center**

www.tobaccofreecenter.org

Campaign for Tobacco-Free Kids is an U.S.A. initiative that gathers over 130 organizations. Its objective is to promote policies to reduce tobacco use, especially among children and teenagers, and to protect the population from the effects of second-hand smoke. The International Resource Center provides a wide range of informative materials about tobacco control issues.

NOTES

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1 This model is based on the protocol published in **Assessing Compliance with Smokefree Laws, A “How-to” Guide for Conducting Compliance Studies**. Campaign for Tobacco Free Kids, John Hopkins Bloomberg School of Public Health, International Union Against Tuberculosis and Lung Disease, March 2011, and on the following studies:

- Barrientos-Gutiérrez T, Reynales-Shigematsu LM, Gimeno D, Lazcano-Ponce E. **Cumplimiento con la legislación de ambientes libres de humo de tabaco en México**. Salud Pública Mex 2008;50 supl 3:S315-S322.
- M D Weber, D A S Bagwell, J E Fielding, S A Glantz, **Long term compliance with California's Smokefree Workplace Law among bars and restaurants in Los Angeles County**, Tobacco Control 2003;12:269–273
- Serra C, Cabezas C, Bonfill X, Pladevall-Vila M, **Intervenciones para prevenir el hábito de fumar en lugares públicos** (Cochrane Review). In: The Cochrane Library, Issue 1, 2005.

TOWARDS A SMOKEFREE UNIVERSITY. GUIDELINES FOR THE IMPLEMENTATION OF 100% SMOKEFREE ENVIRONMENTS IN HIGH-LEVEL EDUCATIONAL INSTITUTIONS

is a publication by the Argentina Smokefree Alliance (ALIAR), based on the lessons learned during the process of implementing 100% smokefree environments' policies in different Argentinean universities, on research and publications cited throughout this documents, and on the following guidelines and handbooks:

- **Advocating for a Tobacco-Free Campus: a manual for college and university students.** Publicación de la American Cancer Society's Smokefree New England Initiative's College and University Project, American Cancer Society, New England Division, 2001.
- **Taking tobacco out of higher education. A tobacco-free policy toolkit.** The California Youth Advocacy Network, 2005.
- **Guía nacional de instituciones de salud libres de humo de tabaco,** Ministerio de Salud de la Nación Argentina, 2005. Available at http://www.cnpt.es/doc_pdf/Institutosalud.pdf (spanish)
- Anne Jones. **Tobacco-free Educational Campuses. A tobacco-free futures action guide.** International Union Against Tuberculosis and Lung Disease (The Union). Available at: <http://www.tobaccofreeunion.org/content/en/205/>
- **Assessing Compliance with Smokefree Laws, A "How-to" Guide for Conducting Compliance Studies.** Campaign for Tobacco Free Kids, John Hopkins Bloomberg School of Public Health, International Union Against Tuberculosis and Lung Disease, Marzo 2011. Available at: http://tobaccofreecenter.org/files/pdfs/en/smoke_free_compliance_guide.pdf
- **Ambientes 100% libres de humo: herramientas para la implementación y la evaluación.** Alianza Libre de Humo de Tabaco Argentina (ALIAR), 2011. Available at: http://www.ficargentina.org/aliar/images/stories/Documentos/manual_aliar_final.pdf (spanish)

This handbook is available in Spanish at

http://www.aliarargentina.org/images/stories/manual_universidades_completo_final.pdf

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