Advancing Momentum for Smoke-Free Community College Campuses in Sacramento County
Final Evaluation Report | 2015-2020

Breathe California Sacramento Region
Marissa Greenband, MPH, CHES – Project Director
909 12th St, Sacramento, CA 95814
(916) 444-5900
mgreenband@sacbreathe.org

Report Authors:
Marissa Greenband, MPH, CHES – Project Director
Nick Walker-Craig – Evaluator, LPC Consulting Associates, Inc.

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Abstract

Tobacco use was a prevalent issue in Sacramento County at the 2015 start of this project – Sacramento had 75% more adult smokers than the state average and nearly one-in-five teenagers had tried e-cigarettes, a concerning statistic since research highlights that individuals typically become habit smokers in the first years after high school, when many youth enter higher learning institutions.

To encourage non-smoking norms and to protect students from secondhand smoke, Breathe California Sacramento Region (BCSR) worked towards the adoption of a smoke-free campus policy at one higher learning institution and the implementation/enforcement of a smoke-free policy at two additional higher learning institutions. BCSR successfully met their objective when American River College (ARC) adopted a smoke-free policy in 2016 and by assisting four campuses at the Los Rios Community College District (LRCCD) to implement and enforce their smoke-free policies.

BCSR employed several strategies to advance smoke-free campus policies. In 2015, BCSR helped convene a smoke-free task force and identified policy champions, ultimately leading to the adoption of ARC's smoke-free policy in 2016. Early TA was critical to ensuring a smoke, tobacco, and vape-free policy.

To implement ARC's smoke-free policy, BCSR increased awareness of the policy through education materials, cessation efforts, community engagement events, and connecting with campus leaders. As the vaping epidemic emerged, BCSR adjusted activities to address new tobacco products. BCSR learned that the growing interest around vaping served as an effective "hook" to engage the broader campus community in tobacco control. After implementation, public opinion polls and campus observations were used to evaluate compliance with ARC's smoke-free policy. Results highlighted strengths and areas of improvement; while most respondents supported ARC's smoke-free campus policy, tobacco litter/smoking persisted.

To help the remaining LRCCD campuses enforce their smoke-free policies, BCSR believed *frequent, continuous* support with campus representatives was needed to maintain momentum for tobacco control. Through training and TA with campus leaders, BCSR provided support to campuses that were limited in capacity to address smoke-free policies. Moreover, BCSR's presence helped keep smoke-free campuses at the forefront of the minds of campus community members as an important priority that requires maintenance for success.

Aim and Outcome

To promote smoke-free environments for campus communities, BCSR set the following objective:

> By June 30, 2020: At least one community college (e.g., Los Rios Community College Board of Trustees, American River College) or a trade/vocational/technical school (TVT) in Sacramento County, will adopt and implement a smoke/tobacco-free campus policy (including the addition of electronic smoking devices) impacting students of low socioeconomic status (SES); and at least two colleges (e.g., Folsom Lake, Sacramento City, Cosumnes River or CSU, Sacramento) will implement and enforce existing smoke-free policies.

By the end of the 2015-2020 scope of work period, the objective was fully met: Breathe assisted one campus (American River College) in adopting a smoke-free policy in 2016 and provided technical assistance for implementation and enforcement throughout the grant cycle, particularly in 2019 and 2020. All four Los Rios Community College District campuses received assistance in implementing and enforcing existing smoke-free policies: American River College, Cosumnes River College, Folsom Lake College, and Sacramento City College.

Background

Sacramento County is an urban county with a population of 1,465,832 at the beginning of the grant cycle (in 2015)[1]. Sacramento is also racially and ethnically diverse, with 47% of the population identifying as non-Hispanic White, 22% as Hispanic (of any race), 16% Asian/Pacific Islander, 10% as Black, 7% as two or more races, and .4% as Native American[2].

Data highlight that tobacco use is prevalent in Sacramento in several ways. Overall, in 2015, 17.4% of Sacramento County adults were current smokers[3], which was 75% higher than the state average at the time (13%)[4]. Regarding secondhand smoke, more than one-fifth (21%) of Sacramentans reported secondhand smoke exposure outdoors[5]. Smoking rates in Sacramento County also highlight disparities by income: while 23% of low-income individuals in Sacramento County are current smokers[6] only 14% of moderate- and high-income individuals are current smokers[7]. Moreover, although smoking rates are lower for young adults ages 18 to 29 (9%)[8], the data highlight that 18% of Sacramento teenagers have smoked e-cigarettes[9], which suggests

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[1] U.S. Census Bureau; American Community Survey, 2015 American Community Survey 5-Year Estimates, Table B1001; generated by Nicholas Walker-Craig; using American FactFinder. https://factfinder.census.gov/

[2] U.S. Census Bureau; American Community Survey, 2015 American Community Survey 5-Year Estimates, Table B02001; generated by Nicholas Walker-Craig; using American FactFinder. https://factfinder.census.gov/

[3] UCLA Center for Health Policy Research. AskCHIS 2015. Current Smoking Status – Adults (Sacramento). Available at: http://ask.chis.ucla.edu

[4] UCLA Center for Health Policy Research. AskCHIS 2015. Current Smoking Status – Adults (California). Available at: http://ask.chis.ucla.edu

[5] UCLA Center for Health Policy Research. AskCHIS2018. Location of most recent exposure to secondhand tobacco smoke or e-cig vapor (Sacramento). Available at: http://ask.chis.ucla.edu

[6] UCLA Center for Health Policy Research. AskCHIS 2015. Current Smoking Status – Adults (0-200% FPL) (Sacramento). Available at: http://ask.chis.ucla.edu

[7] UCLA Center for Health Policy Research. AskCHIS 2015. Current Smoking Status – Adults (201%-500% FPL) (Sacramento). Available at: http://ask.chis.ucla.edu

[8] UCLA Center for Health Policy Research. AskCHIS 2015. Current Smoking Status – Adults (18-29) (Sacramento). Available at: http://ask.chis.ucla.edu

[9] UCLA Center for Health Policy Research. AskCHIS 2014. Ever smoked an e-cigarette – Teens (Sacramento). Available at: http://ask.chis.ucla.edu

that many of these teenagers have the potential to be smokers in their young adult years, especially as e-cigarettes have gained prevalence nationwide.[10]

To address tobacco use prevalence and secondhand smoke exposure in Sacramento County, BCSR has worked with LRCCD since 2010 with the aims of promoting non-smoking norms, encouraging smoking cessation, and protecting students from secondhand smoke.

BCSR believes working with college campuses is an effective tobacco prevention strategy for several reasons. In terms of addressing the smoking rate disparities in low-income communities highlighted previously, over half (55%) of LRCCD students are low-income, with nearly one-third (32%) living below the poverty line[11]. LRCCD also has a racially and ethnically diverse student body that largely reflects the demographics of Sacramento County. Additionally, more than half (53%) of LRCCD students are between 18 and 24 years old, with the age group 18-20 representing the largest age group at the District[11]. The fact that LRCCD serves young adults is key to BCSR's tobacco prevention strategy, given that research has highlighted that the progression from occasional to daily smoking primarily occurs during the first years following high school – the time when young adults are entering higher learning institutions, in particular community colleges[12]. Moreover, working with an institution that serves young adults is also a strategic way to address the increased use of e-cigarettes mentioned earlier. While Breathe has worked with other higher learning institutions, focusing on LRCCD is a logical focus point given that is has an enrollment of approximately 75,000 students, making it the second-largest community college district in California[13].

While Breathe made progress from 2010-2014 by working with college campuses to *restrict* smoking, community colleges in Sacramento still permitted smoking in designated areas of campus. As such, BCSR worked to promote *smoke-free* campuses to further reduce exposure to secondhand smoke for the 2015-2020 grant period. Hence, the first Communities of Excellence indicator was selected given its focus on smoke-free public areas, which encompasses college and trade school campuses:

Primary Indicator: (2.2.9) Smoke-free Outdoor Nonrecreational Public Areas: The number of jurisdictions covered by a public policy that designates outdoor nonrecreational public areas as smoke-free (e.g., walkways, streets, plazas, college/trade school campuses, shopping centers, transit stops, farmers markets, swap meets). (CORE)

In addition to selecting this indicator because of first-hand knowledge gained from previous work with community colleges, Breathe staff interviewed several stakeholders, including youth advisory board members, nonprofit sector leaders, and community college administrative staff (due to staff turnover, the exact number of interviews cannot be determined). A similar process of interviewing stakeholders was used to select the secondary indicator, in which interviewees noted the rising trend of e-cigarette use:

[10] The Centers for Disease Control and Prevention. Youth and Tobacco Use. Available at: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm#current-estimates
[11] Los Rios Community College District. Facts & Statistics. Available at https://losrios.edu/why-los-rios/facts-and-statistics
[12] Campaign for Tobacco-Free Kids. U.S. State and Local Issues: Raising the Age to 21. January 9, 2020. Available at: https://www.tobaccofreekids.org/what-we-do/us/sale-age-21
[13] Los Rios Community College District. About Us. Available at: https://losrios.edu/about-los-rios

Secondary Indicator: (2.2.28) Smokeless Tobacco and E-cigarette Use: The number of jurisdictions covered by a public policy that prohibits the use of noncombustible tobacco products (e.g., smokeless tobacco products, dissolvable tobacco products) and/or nicotine products that are not specifically approved by the Food and Drug Administration (FDA) for use in treating nicotine or tobacco dependence (e.g., electronic nicotine vaporization devices) in places where smoking is otherwise prohibited.

Although the *adoption* of smoke-free campus policies is important, successfully *implementing and enforcing* smoke-free policies is key to the success of a smoke-free policy. In fact, the World Health Organization states policy adoption alone is insufficient, stating that "an implementation and enforcement plan as well as an infrastructure for enforcement are essential."[14] Moreover, research on campus smoking policies note that a lack of implementation and enforcement can results in "feelings of dissatisfaction over a policy that exists in name only" and that "without clear enforcement rules, these policies may be perceived as 'a total joke'" by the campus community[15]. The importance of implementation and enforcement of smoke-free policies is also reflected in the language of the objective: while the objective seeks to partner with *one* campus for adopting a smoke-free campus policy, the objective specifies working with *two* campuses for implementing and enforcing smoke-free campus policies.

Evaluation Methods and Design

The evaluation design included process measures and outcome measures, as highlighted in Table 1 (on page 6). Process measures helped inform the implementation of the adoption, implementation, and enforcement of smoke-free campus policies while outcomes measures examined the extent to which smoke-free campus policies were implemented effectively.

Process measures were included in three evaluation activities: a technical assistance and satisfaction survey, key informant interviews (KIIs) with campus administrators, and a pre-policy adoption public opinion poll (POP). The technical assistance and satisfaction survey analyzed campus administrators' levels of satisfaction with Breathe's TA that assisted the campus in the adoption, implementation, and enforcement of their smoke-free campus policies. Overall, BCSR collected 10 TA satisfaction surveys from campus community members throughout the Los Rios Community College District. BCSR collected six (6) surveys in Year 1, when ARC was in the initial stages of implementing the smoke-free policy, and four (4) surveys from LRCCD campuses during the end of Year 4, when BCSR assisted LRCCD on the enforcement of the smoke-free policy. The evaluator used descriptive statistics to analyze close-ended questions and content analysis to analyze open-ended questions. To provide a qualitative understanding of barriers and facilitators to implementation and enforcement, BCSR conducted five (5) key informant interviews with LRCCD administrators in Year 4. Breathe staff analyzed the data using content analysis to surface common themes across interviewees. Breathe staff also collected a convenience sample of 100 ARC campus community members for the pre-policy adoption POP.

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[14] World Health Organization. (2007). Protection from exposure to second-hand tobacco smoke: policy recommendations.
[15] Roditis, Maria & Wang, Donna & Glantz, Stanton & Fallin, Amanda. (2014). Evaluating California Campus Tobacco Policies Using the American College Health Association Guidelines and the Institutional Grammar Tool. Journal of American college health : J of ACH. 63. 10.1080/07448481.2014.963108.

The POP had two waves of data collection, one in Year 1 and another wave in Year 4. The evaluator analyzed public opinion polls using descriptive statistics.

To examine outcomes, the evaluation included campus observation data and a post-policy adoption public opinion poll. The campus observation data measured changes in the presence of smokers, smoking-related signage, and litter on campus. To ensure data uniformity and quality, the evaluator trained all data collectors for the observation activity. Overall, there were three waves of data collection for the observation activity. Two waves of data collection occurred on ARC's campus, with one wave occurring before adopting the smoke-free policy and one after the adoption of a smoke-free policy. The evaluator used descriptive statistics to measure change before and after the adoption of the smoke-free policy. A third wave of data collection occurred at all nine (9) trade and vocational schools in Sacramento County (see Appendix B for results).

Limitations

The major limitations of this evaluation design are:

- Technical Assistance & Satisfaction Survey: Since the TA satisfaction survey had a small sample of 10 TA beneficiaries, their responses may not be representative of all who received TA from Breathe. Additionally, since half of the respondents work at ARC, the respondents from other Los Rios Colleges may not be representative of the TA received at their respective universities.
- Key Informant Interviews: Because KIIs were only conducted at the end of Year 4, respondents' answers may not be reflective of barriers and facilitators to implementation and enforcement that occurred earlier in the initiative.
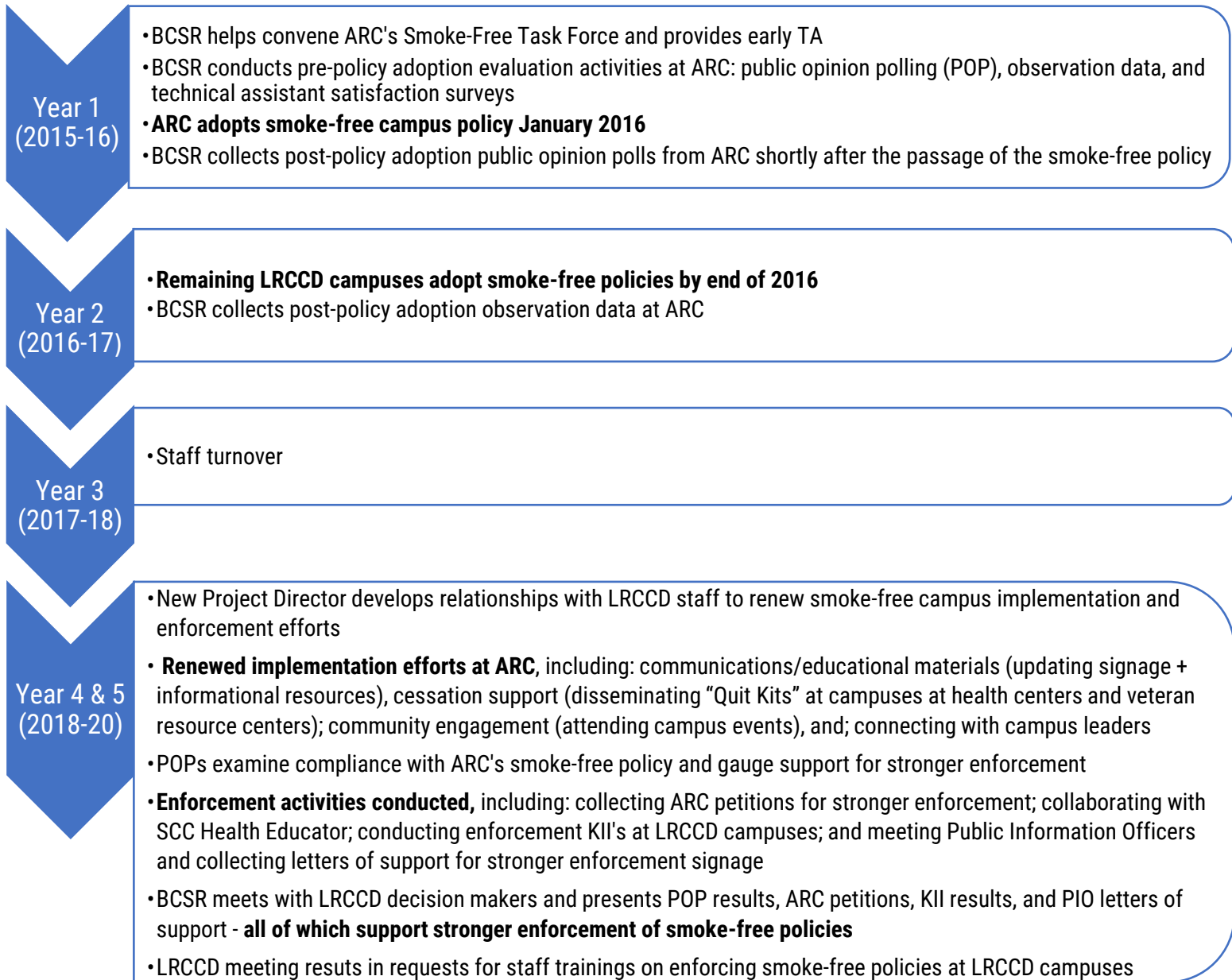
Table 1 – Key Outcome and Process Evaluation Activities

Evaluation Activity	Purpose	Sample	Instrument Sources	Analysis Method	Timing/Waves
Process Measures					
STAND Technical Assistance & Satisfaction Survey	Measure the quality of Breathe's TA and impact on campus smoke-free initiatives	Purposive sample of 10 TA beneficiaries at Los Rios campuses, including American River College (5), Sacramento City College (3), Consumes River College (1), Folsom Lake College (1)	Project Staff	Descriptive Statistics and Content Analysis	**Two Waves** Year 1 (Wave 1) Year 4 (Wave 2)
Key Informant Interviews with Campus Administrators	Examine barriers and facilitators to the implementation and enforcement of a smoke-free policy	Purposive sample of 5 American River College Administrators	Project Staff	Content Analysis	**One Wave** Year 4
Public Opinion Poll (Pre-Policy Adoption)	Measure campus community understanding of current smoking policy, opinion and perception of smoking compliance	Convenience sample of 100 campus community members that attend a campus that has not adopted a smoke-free campus policy	Evaluation Consultant	Descriptive Statistics	**Two Waves** Year 1 (Wave 1) Year 4 (Wave 2)
Outcome Measures					
Observation Data (Collection of Outcome Data)	Measure change in presence of smokers, smoking-related signage, and litter after the adoption of a campus smoke-free policy	Purposive sample of one college or trade/vocational training campus, with two pre-policy adoption observations and one post-policy adoption observation.	Evaluation Consultant	Descriptive Statistics	**Three Waves** Year 1 (Wave 1) Year 2 (Wave 2) Year 4 (Wave 3)
Public Opinion Poll (Policy Implementation and Enforcement)	Measure effectiveness of policy implementation and enforcement as well as campus community understanding of current smoking policy, opinion and perception of smoking compliance	Purposive sample of 2 campuses that are implementing a smoke-free campus policy and a convenience sample of 200 campus community members attending these campuses	Evaluation Consultant	Descriptive Statistics	**Two Waves** Year 1 (Wave 1) Year 5 (Wave 2)

Implementation and Results

Early on, BCSR worked on **adopting a smoke-free MUH policy at ARC,** with appropriate intervention and evaluation activities to support this work. Shortly after, BCSR assisted **ARC's implementation** of its smoke-free policy and measuring it implementation with evaluation activities. The later years included activities to support **enforcement activities at** *all* **LRCCD campuses**. The activities are shown in Figure 1 below.

Figure 1 – Key Intervention and Evaluation Activities

Year 1 (2015-16)
- BCSR helps convene ARC's Smoke-Free Task Force and provides early TA
- BCSR conducts pre-policy adoption evaluation activities at ARC: public opinion polling (POP), observation data, and technical assistant satisfaction surveys
- **ARC adopts smoke-free campus policy January 2016**
- BCSR collects post-policy adoption public opinion polls from ARC shortly after the passage of the smoke-free policy

Year 2 (2016-17)
- **Remaining LRCCD campuses adopt smoke-free policies by end of 2016**
- BCSR collects post-policy adoption observation data at ARC

Year 3 (2017-18)
- Staff turnover

Year 4 & 5 (2018-20)
- New Project Director develops relationships with LRCCD staff to renew smoke-free campus implementation and enforcement efforts
- **Renewed implementation efforts at ARC**, including: communications/educational materials (updating signage + informational resources), cessation support (disseminating "Quit Kits" at campuses at health centers and veteran resource centers); community engagement (attending campus events), and; connecting with campus leaders
- POPs examine compliance with ARC's smoke-free policy and gauge support for stronger enforcement
- **Enforcement activities conducted,** including: collecting ARC petitions for stronger enforcement; collaborating with SCC Health Educator; conducting enforcement KII's at LRCCD campuses; and meeting Public Information Officers and collecting letters of support for stronger enforcement signage
- BCSR meets with LRCCD decision makers and presents POP results, ARC petitions, KII results, and PIO letters of support - **all of which support stronger enforcement of smoke-free policies**
- LRCCD meeting resuts in requests for staff trainings on enforcing smoke-free policies at LRCCD campuses

Policy Adoption at ARC and LRCCD

Development of Task Force and Early Technical Assistance

Near the start of this project, BCSR identified ARC President Thomas Greene as an ally in smoke-free campuses. President Greene and BCSR connected in 2015 with a desire to make ARC a smoke-free environment. Together, BCSR, President Greene, and other ARC decision makers participated in a Smoke-Free Task Force. This task force included representation from facilities and maintenance staff, campus police, and the Public Information Officer. BCSR met with the task force several times to talk about what a smoke-free campus policy can look like at ARC and provided technical assistance with language and planning implementation activities. BCSR played a critical role in advocating for a robust smoke-, tobacco-, and vape-free policy.

ARC officially implemented a Smoke-, Tobacco- and Vape-Free Campus Environmental Standard in January of 2016 at both its main and satellite campuses. Although this was implemented as an 'Environmental Standard' at the campus by procedures relevant to LRCCD, by all intents and purposes, a smoke-free campus policy was adopted (the smoke-, tobacco- and vape-free environmental standard will be referred to as a smoke-free policy for the remainder of this report).

Ultimately, ARC received an award from the United States Department of Health and Human Services, Tobacco Free College Campus Initiative for their smoke-free policy. The policy was awarded "Platinum Plus," which is the highest level one can receive.

ARC received a "Platinum Plus" award from DHHS for their smoke-free campus policy

By the end of 2016, the three remaining LRCCD campuses also adopted smoke-free policies. The other LRCCD campuses saw that ARC's adoption and early implementation was going well and that tobacco control partners like BCSR were able to support efforts. While BCSR did not play as active of a role in shaping these policies at LRCCD campuses, ARC adopting the smoke-free policy helped galvanize the remaining LRCCD campuses to follow their lead.
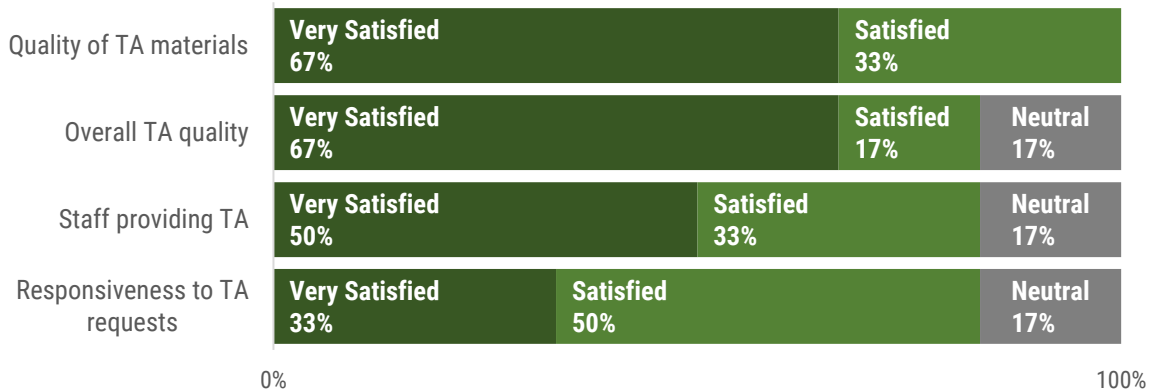
Technical Assistance Satisfaction Surveys

During the 2015/16 school year, when BCSR assisted ARC's smoke-free task force, Breathe collected TA satisfaction surveys. Although only a total of six surveys were collected, they provided useful, preliminary insight regarding BCSR's TA.

Participant Satisfaction

To gauge the overall quality of BCSR's technical assistance, the survey asked respondents to rate their level of satisfaction with various components of the assistance received during the 2015/16 school year. Overall, 100 percent of respondents believed that BCSR's technical assistance "greatly improved" their school's capacity to implement smoke-free initiatives. Similarly, all respondents reported that BCSR's support contributed to new activities or policies for their campus's smoke-free initiatives. Regarding individual components of BCSR's support, respondents were generally satisfied with all aspects of the assistance received. Respondents had the highest level of satisfaction with the quality of TA materials, given that all respondents were "very satisfied" (67%) or "satisfied" (33%) with these items, as highlighted in Figure 2.

Figure 2 – Satisfaction with Technical Assistance from BCSR
(n=6)

Quality of TA materials	**Very Satisfied** 67%	**Satisfied** 33%	
Overall TA quality	**Very Satisfied** 67%	**Satisfied** 17%	**Neutral** 17%
Staff providing TA	**Very Satisfied** 50%	**Satisfied** 33%	**Neutral** 17%
Responsiveness to TA requests	**Very Satisfied** 33%	**Satisfied** 50%	**Neutral** 17%

0%   100%

The satisfaction survey also contained questions related to the usefulness of the technical assistance provided by the BCSR project, such as whether or not the technical assistance enhanced respondents' skills or was relevant to their work. Two-thirds of respondents "strongly agreed" to each statement regarding the positive impact of BCSR's TA – "I would recommend [BCSR] to a colleague," "The TA provided was relevant to my work," and "The TA provided enhanced my skills." Interestingly, although 83 percent reported that they would recommend BCSR to a colleague, two-thirds (67%) of respondents also reported that they did not share any of the TA information with school personnel or community-based organizations. Thus, an area of potential program improvement was encouraging TA recipients to share what they learn with others or to provide easily shareable resources.

When describing the most useful aspects of BCSR's support, respondents cited the "knowledge, expertise, and enthusiasm" as beneficial aspects of their interaction with the BCSR team. One respondent appreciated the "knowledge of the TA having done this before" because "it helped us to avoid mistakes previously made by others." Other respondents highlighted the quality of promotional materials and the one-on-one assistance as being most useful.

Future Needs and Next Steps
Lastly, respondents shared information about their future needs for technical assistance and made suggestions for improvement for BCSR's TA efforts. When asked which areas of technical assistance may be needed in the future, the two most common responses were "providing educational materials" and "tobacco cessation quit kits," according to 83 percent of respondents.

Overall, TA satisfaction surveys highlighted overall satisfaction with BCSR's TA. Regarding next steps, TA satisfaction surveys revealed that educational materials and tobacco cessation quit kits were common needs that respondents anticipated in the future. Additionally, the TA satisfaction survey indicated that most respondents did not share what they learned with others. As such, providing easily shareable resources that included educational materials or tobacco cessation quits would be a logical next step for TA. As highlighted in the following "Policy Implementation at ARC" section, a strong focus of implementation efforts included education materials and tobacco cessation quit kits.

Policy Implementation at ARC

BCSR employed a number of strategies to assist ARC in their implementation: updating ARC communications, providing education materials, supporting cessation efforts, participating in community engagement, and connecting to campus leaders.

These activities reflect a **social normative approach**, the approach that was used in both implementation and enforcement. As opposed to a punitive approach, where violators of a policy are fined or disciplined for violating the smoke-free policy, a social normative approach encourages education, training, and engagement to maintain a smoke-free environment as the expected norm on campus[16].

Updating Communications

BCSR assisted ARC in communicating their new smoke-free policy through ARC's school newspapers, banners and signage on campuses, and ensuring that the student handbooks at each campus were updated with the smoke-free policy.

Assisting the campuses with messaging around the policy was an important first step in developing new social norms for campus community members, in addition to serving as initial announcements of the new policy. Subsequent to initial communications, continued messaging and signage became standard to ensure that the continual influx of new students at the campuses were informed of the smoke-free campus policy. ARC implemented a mix of temporary (e.g., long-term outdoor vinyl signs) and permanent (e.g., cemented signage at building entrances/exits) signage to remind campus community members and inform campus visitors of the smoke-free campus policy.

Toward the end of the project term, BCSR met with ARC's Public Information Officer to review communications on campus three years into policy implementation; conversations were held to examine communication strategies on the campus and to point out areas for improvement. One of the biggest communications improvements made was an update to the campuses' website content, which included adding vaping cessation resources. This was an important adjustment to make to account for emerging products and the vaping epidemic in hopes of maintaining the established tobacco-free social norms built on the campuses to date.

Updating communication and education materials to address vaping devices was a key implementation activity

Educational Materials

Throughout implementation, BCSR ensured that ARC was supplied with tobacco-related educational materials, including information for the California Smokers' Helpline. BCSR has also periodically checked in with staff at ARC to make sure they know how to access different online sites with educational materials from Statewide Technical Assistance partners and other California Tobacco Control Program related sites. Moreover, as BCSR staff received updates on new educational materials that might be pertinent to the college-aged population, staff made sure to forward these materials on to ARC. For example, as new educational materials were created

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[16] Talking to Tobacco Users on Campus. (2017). California Youth Advocacy Network.

and published on emerging electronic smoking devices and the vaping epidemic, BCSR ensured that ARC staff stayed up to date with these new materials.

Ensuring that ARC was provided or had online access to updated educational materials was important for multiple reasons. Firstly, the educational materials served their own purpose – they provided updated educational information to the campus communities when distributed throughout ARC at various rack card and resource center locations. Secondly, checking in with ARC regularly at various points of contact to see if they required or wanted any educational materials acted as a conduit to further conversations on the policy and offers for technical assistance during the calls. Throughout the project, BCSR consistently sought to provide ARC with educational materials in multiple languages if available.

Supporting Cessation Efforts

To support ARC with cessation, BCSR put together Quit Kits and distributed them throughout the duration of the project via various resource centers at the campuses, such as health centers and Veteran resource centers. These Quit Kits provided campus officials and resource centers staff a way to readily share information on cessation resources with students on ARC's campuses without having to become especially informed on tobacco cessation themselves, and in the absence of in-person support from BCSR when staff were not doing outreach on campuses. The intent of the Quit Kits was to provide campus community members who were contemplating or preparing for cessation a connection to useful resources, especially the California Smokers' Helpline, in hopes of strengthening their self-efficacy and skills for quitting. Whenever possible, educational materials and resources included in these quit kits were in multiple languages.

Community Engagement

Participation in campus events was key for policy implementation because it provided opportunities for BCSR staff to directly engage with students on campus. BCSR regularly participated in educational booths at campus events like health and resource fairs. Booths typically involve interactive activities and distributing educational materials and quit kits previously described. Participating in events also provided opportunities for collecting Public Opinion Polls and petition signatures for strengthened enforcement (described in the following enforcement section). BCSR has also periodically coordinated with ARC to host 'Butt Pickups', collecting all tobacco-related trash across campus. Each time BCSR had opportunities to engage with the campus community around the policy, presence at the events also served to maintain visibility and awareness of the smoke-free campus policy and support the social norms around being a smoke-free campus. Lastly, BCSR would connect with ARC professors to provide presentations about the smoke-free policy and tobacco control, which would often be tailored to that professor's interests, such as highlighting the environmental impact of tobacco litter for an environmental studies class.

Connection to Campus Leaders

Maintaining relationships with various ARC policy champions was essential to all the implementation activities performed on the campuses. These relationships were conduits to information on when and where campus events were taking place so BCSR could participate, where resource centers were located on campus and how quit kits or educational materials

could be supplied to them, what faculty members might be interested in having guest presenters to their classrooms, how trainings might be given to staff members, the processes for reserving space on campus to perform outreach, and so much more. Often, these points of contact on campus were Public Information Officers, Health Educators, or Nurses at the school health centers.

Since there are no campus employees whose role is to maintain the policies, BCSR's consistent connection with these policy champions ensured that their interest in maintaining the policy was itself maintained. Staying in regular contact also provided BCSR with insight into day-to-day operations on campus, including the champions' personal observations of compliance on the campuses, and areas for potential improvement or supportive engagement from BCSR. The connections to these champions were especially important in regard to the rise of vaping as they created opportunities for BCSR to check in to make sure they were aware of the vaping trends among young adults and how that might impact the developed social norms on their campuses around the smoke-free campus policies. Likewise, BCSR was able to gather insight from the policy champions on any differences to policy compliance as vaping rapidly gained popularity.

Evaluating Compliance with ARC's Smoke-Free Policy

Observation Data

To examine the extent to which ARC's smoke-free campus policy was implemented successfully, BCSR conducted observations of the presence of smokers/vapers/tobacco users, smoking/vaping-related signage, and tobacco litter on campus. Specifically, policy implementation was gauged by conducting one wave of observations prior to the adoption of the 2016 smoke-free policy (in December 2015) and one wave after (in May 2017), with the expectation that the results from the second wave of observations would show fewer smokers, an increase in signage informing campus community members about the smoke-free policy, and a decrease of litter.

Regarding observation methodology, BCSR staff received training from the evaluator to ensure accurate and uniform data across data collectors and observations (e.g., spending similar lengths of time at each observation). Both waves of data collection included 10 observations each in 10 separate areas of ARC's campus. Methodology was relatively consistent between both waves of data collection, with each observation lasting approximately 15 minutes.

Overall, observation findings indicated mixed results of implementation of ARC's smoke-free campus policy. Importantly, the number of observed smokers decreased by 67% after the implementation of the smoke-free policy. Moreover, smokers were observed in only two areas on campus during the post-implementation observations, down from four areas on campus in the pre-implementation observation. However, tobacco litter increased over 200% after policy implementation, which may be explained by the fact that no ashtrays were found in the post-implementation observation, rather than as a result of an increased prevalence of smoking. Nearly half (47%) of the tobacco litter accounted for in the

*Nearly **half** of tobacco litter that was found after implementing ARC's smoke-free policy was found in tobacco litter **"hotspots"** at the edges of campus*

observation was found in two areas that were at the edges of campus, which BCSR deemed as tobacco litter "hotspots."

Regarding signage, most areas on campus had no-smoking signs both before and after the implementation of the policy, all of which accurately reflected their policies at the time. The results for pre- and post-policy observations are presented in Table 3.

Table 3 – Pre-Post Campus Observation Results

Metric	Pre-Policy Adoption	Post-Policy Adoption	Desired Direction	Observed Direction	Trend
# of smokers observed	12	4	⬇	⬇	⬊
# of areas with smokers	4	2	⬇	⬇	⬊
Pieces of tobacco litter	111	352	⬇	⬆	⬈
# of areas with no-smoking signs	9	8	⬆	⬇	⬊

Based on observation results, despite some shortcomings, the smoke-free campus policy at ARC appeared to be moving in the right direction. While there was an increase in litter, observations found a decrease of smokers on campus, theoretically decreasing campus community members' exposure to secondhand smoke.

BCSR staff utilized results to identify areas of improvement around the smoke-free policy through implementation and enforcement activities. Focus was placed on the issue of tobacco litter on campus, which was addressed through 'butt pickup' events and educational materials on the environmental impact of tobacco. BCSR distributed at tabling events and in materials provided to the campuses. Overall, the results indicated that the social normative approach to enforcement had been positive so far, but that additional formalized methods of enforcement could potentially create greater policy compliance. This consideration was made in conjunction with the nationwide trend of rising rates of vaping among youth and young adults that posed a potential threat to established social norms on campus. These results were disseminated to campus policy champions to share among stakeholders at their campuses.

Public Opinion Polling

Another way to measure the implementation of and compliance with ARC's smoke-free policy is by gauging campus members' knowledge and attitudes of the smoke-free policy, and the extent to which they have observed smoking on campus. As such, BCSR collected public intercept surveys from ARC to examine opinions of ARC's implementation and their observations of smokers and secondhand smoke on campus. BCSR intended to use the results from the activity to improve enforcement practices and strategies for effectively communicating ARC's smoke-free campus policy.

To ensure quality data, the survey included a question for respondents to identify as students, faculty, or staff of college campus communities; respondents who did not fit into these categories were not included in survey analysis. To address cultural competency and inclusivity, the option of an open-ended "other" and "prefer not to answer" was included for gender.

Additionally, demographic questions were placed at the end of the survey for two reasons: 1) research indicates placing demographic questions at the end helps avoid stereotype threat – the risk of a self-described characteristic confirming a negative stereotype about the respondent's social group – which can make the respondent feel uncomfortable and bias the data[17]; and 2) it is often easier for respondents to answer demographic questions at the end of a survey when they are more likely to experience survey fatigue[18]. Overall, BCSR staff collected a convenience sample of 213 public intercept surveys since data collection started in March 2016. BCSR staff collected most surveys at ARC community events, though a small number (8) were collected via an online version of the survey. Of the 213 surveys collected, 11 surveys were excluded from the sample because the respondents did not attend or work at ARC, with a final sample of 202 surveys.

Survey results indicated that there was clear awareness and support for the smoke-free policy. Regarding the awareness of current policies, most (82%) survey respondents believed that the current smoking policy is "no smoking or tobacco use anywhere on campus," indicating that the campus community was aware of the rules. Similarly, a clear majority (86%) of respondents indicated that they would prefer to keep the campus smoke-free policy. However, in terms of compliance with the smoke-free policy, 37 percent of respondents reported smelling smoke on campus, indicating that there was still room for improvement regarding compliance and enforcement of the no smoking rule. As shown in the figure on the following page, results also indicated that a substantial portion of respondents believed compliance could be improved, given that only 32 percent of respondents said that compliance was going "very well."

82% of ARC community members correctly identified the campus smoke-free policy and 86% supported the policy

Figure 4 – How well are people complying with the current no smoking rule?
(n=198)
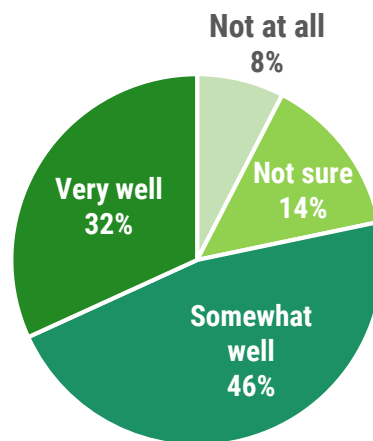
[17] Steele, C. M., & Aronson, J. (1995). Stereotype threat and the intellectual test performance of African Americans. Journal of Personality and Social Psychology, 69, 797–811. doi:10.1037/0022-3514.69.5.797
[18] Pew Research Center. (2016). Questionnaire design. Retrieved from http://www.pewresearch.org/methodology/u-s-survey-research/ questionnaire-design/

Overall, the public intercept surveys highlight that, on one hand, the vast majority of the campus community were aware of the smoke-free campus policy and supported it. On the other hand, only about one-third of respondents believed that compliance with ARC's smoke-free policy was going "very well" while almost half thought the policy was only going "somewhat well" and a smaller portion that it was "not at all" going well. Additionally, more than one-third of respondents reported smelling smoke on campus. These results were used to convey the persistence of tobacco litter and smoking, and the public support for strengthened enforcement measures, as described in further detail in the following section.

Strengthening Enforcement of Smoke-Free Policies at LRCCD: Renewing and Sustaining Momentum for Tobacco Control

Evaluation materials provided evidence for campus leaders that, although there was clear understanding and support for the smoke-free policy, there was room for improvement regarding compliance at ARC due to the persistence of tobacco litter and smoking on campus. Additionally, as highlighted in this section, KII's at LRCCD highlighted that the other campuses also faced similar obstacles in enforcing their smoke-free policies.

Despite a clear understanding of the strengths and areas of improvement for enforcing smoke-free policies, due to staff turnover, BCSR had been relatively absent during the 3rd year of the project. As such, BCSR needed to not only make the enforcement of smoke-free policies at LRCCD a priority for decision makers, but also rebuild the momentum and commitment to tobacco control that had been present at the beginning of the project. Since campus leaders are typically working on several initiatives while other groups or causes are vying for their attention, Breathe needed to provide *frequent, continuous* support in order to not place the burden on campus leaders who have limited capacity. Moreover, with the possibility that BCSR's campus work would end in 2020, BCSR wanted to ensure that campuses would be able to sustain tobacco control even without BCSR's assistance. Hence, to provide strategic support to LRCCD, BCSR needed to make sure that their enforcement activities complemented and reinforced each other throughout the enforcement phase of smoke-free policies.

To highlight the overlapping and complementary activities that were used to (re)build momentum, make the case for strengthened enforcement at LRCCD, and address sustainability, Figure 5 on the following page highlights how the evaluation activities described in the previous section and the enforcement activities described in this section complement and reinforce each other.

*BCSR was tasked with both **rebuilding relationships** after staff turnover while **ensuring sustainability** of smoke-free work without Breathe's assistance*

Figure 5 – Flow Chart of Evaluation and Enforcement Activities at LRCCD
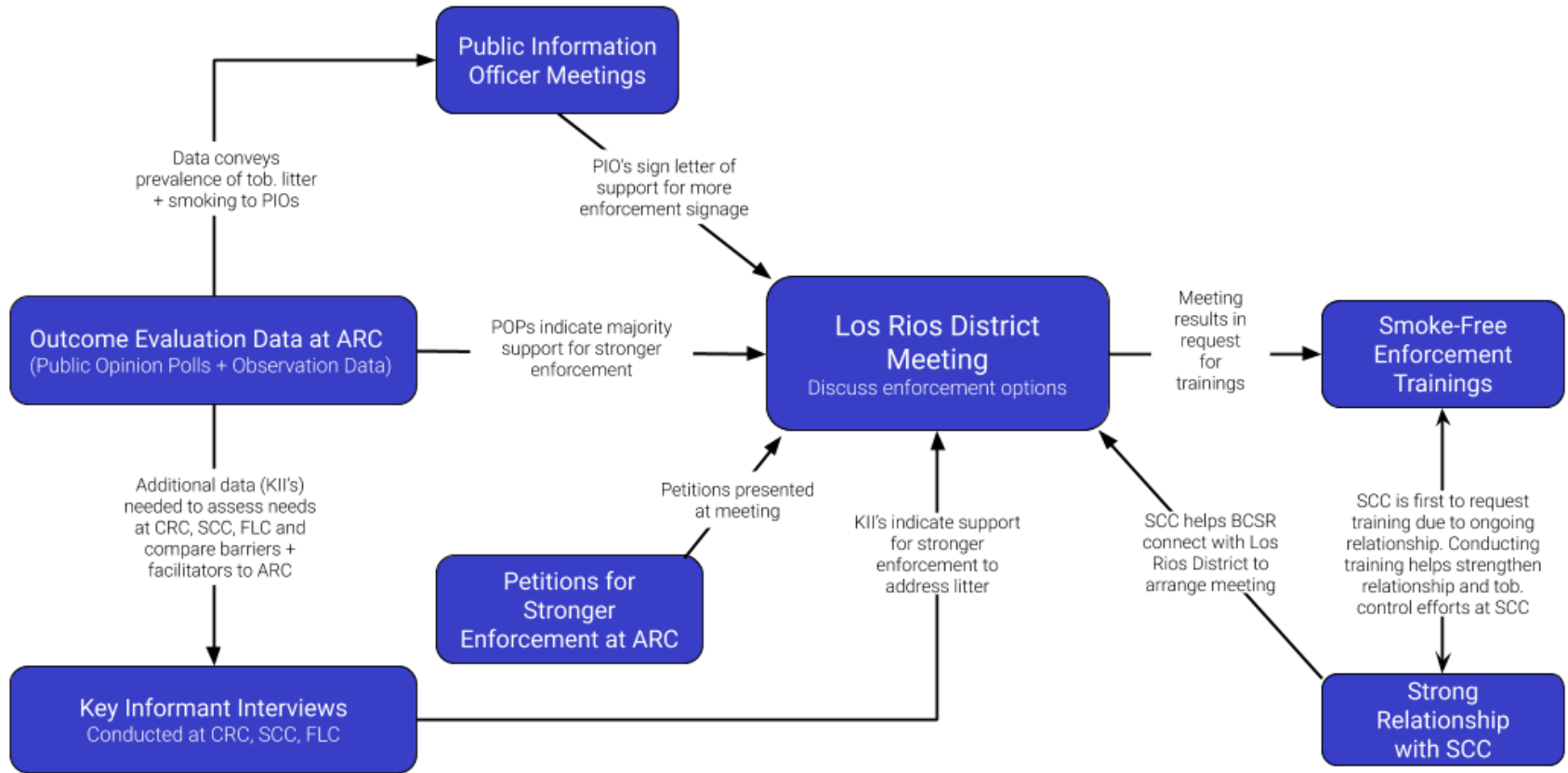
Petitioning at American River College

Public Opinion Poll data collected after the implementation of the smoke-free campus policy at ARC indicated increased interest for formalized enforcement of the policy. To further gauge interest and develop a showing of support from the campus community to bring to decision makers, BCSR gathered petition signatures in the beginning of 2019 for enforcement of the smoke-free policy on campus. These petition signatures were gathered by BCSR staff at campus events where Breathe was present, with the help of impassioned student volunteers who came across the petitions at these booths and took the time to go help collect signatures on their own. Ultimately, BCSR collected 103 petitions for strengthened enforcement of the smoke-free policy. The petition signatures that were collected to indicate support for consideration of formalized enforcement tactics for the smoke-free campus policy were shared with leadership at ARC and at the LRCCD level.

Strengthening Relationship Building with Sacramento City College

Sacramento City College (SCC) became the first of the four LRCCD campuses to incorporate a student health services fee, and in Fall of 2018 for the first time their campus had a designated part-time Health Educator position created for the campus thanks to this new health services fee. SCC's creation of this position was very beneficial because for the first time in the history of the smoke-free campus policy there was a person on campus whose job description included directly overseeing the policy on campus. Being able to regularly connect with the Health Educator allowed BCSR to be much more connected with SCC. The Health Educator's insight into the day-to-day operations on campus, connections to other departments and groups on campus, and assistance with scheduling and organizing BCSR visits to campus for various activities were incredibly helpful at increasing BCSR's ability to support the smoke-free campus policy.

Although the addition of a Health Educator to SCC gave the smoke-free campus policy a dedicated staff member on campus, the Health Educator is not an expert in tobacco control, and still relied on the consistent support from BCSR. This reliance on BCSR was similar to ARC's reliance to maintain the smoke-free campus policy, but the introduction of a dedicated staff member created a more mutual initiation of communication and activities between SCC and BCSR. For much of the project, BCSR had to initiate all offers of education, trainings, or technical assistance at ARC and likewise had to ask to be included in campus events. Upon SCC's creation of a Health Educator position, there was a significant increase in asks from the campus itself for assistance, which ultimately led to much more frequent engagement and activities at SCC during the last two years of the project, such as educational presentations to classes, social normative approach enforcement training for faculty and staff, regular updates of educational materials in English and Spanish, and plans for participating in on campus events with booths to perform outreach. The student health services fee was tested at SCC with the intention of replicating and also hiring Health Educators at the other three Los Rios District Colleges in the near future (unfortunately, this hiring timeline at the other campuses falls after the completion of the present project).

Meetings with Public Information Officers

Recognizing that BCSR's work with the LRCCD campuses could ultimately end in the future, BCSR sought to set the community colleges up for success in the future of the smoke-free

policies. Data collection indicated persistent issues around tobacco litter and hotspots on campus mixed with a need for increased signage for the smoke-free policies on the campuses. Based on this information, and personal observations by BCSR staff on the campuses, it seemed apparent that there were areas for improvement in communications around the smoke-free policy on the campuses, and to also create more consistency in the communications between the campuses (some campuses had permanent signage at all main building entryways, while others still had antiquated signage about smoking 20 ft from entryways). In order to accommodate the entire LRCCD student population, this last consideration regarding consistency was made knowing that several students take classes at multiple LRCCD campus locations.

To formally take inventory of communications around the smoke-free policy on the campuses, BCSR staff met with the campuses' Public Information Officers (PIO) to fill out a checklist and identify places for improvement in policy communications on campus (see Appendix C for checklist). These meetings also included making early plans for updating communications around the smoke-free policies, especially in ways that could become permanent and/or consistent across all four campuses and their satellite locations. Three of the four campuses' PIOs met with BCSR staff to review a communications update checklist that BCSR created. One of the greatest outcomes of these communications reviews was an update to Folsom Lake College's (FLC) website on the smoke-free policy. This update key as FLC was the first of the campuses to test out and develop a new website that the other three campuses would eventually use, meaning the update to this portion of the website would then expand to be consistent among all the campuses and satellite locations.

*Meetings with PIOs resulted in a checklist of areas to update policy communication on campus and **receiving support from three PIOs to have for more enforcement signage on campus***

Additionally, the checklist that the PIOs filled out with BCSR staff during their meetings included the option to state their interest or support for two proposed additional communication channels that other community college districts in California had implemented: 1) printing a statement on the smoke-free policy on the back of parking permits printed at kiosks, and 2) decal stickers for the smoke-free policy on these pay station kiosks. One of the purposes of this form of communication would be to inform guests and visitors to the campus of the smoke-free policy. Ultimately, three PIOs formally supported more enforcement signage on campus.

These checklist forms were also utilized to document PIOs support while meeting with LRCCD decision makers regarding enforcement options, in which increased signage would be proposed as a means to supporting stronger enforcement of the smoke-free policy at all the campuses. This not only provided an option for enforcement, but also indicated PIOs support for more signage enforcement.

New KIIs to Ensure that All Campuses are Being Served

LRCCD has several satellite campus locations in addition to the four schools' main campuses, and the smoke-free campus policy is applicable to all locations. BCSR performed five Key

Informant Interviews (KIIs) with representatives from some of these satellite campus locations to gauge compliance to the policy at these locations and to see if there were any needs not currently being met regarding the smoke-free campus policy. Following the interviews, BCSR would offer resources such as educational materials, quit kits, presentations and/or trainings specific to these satellite campus locations. These KII conversations indicated that perceptions of compliance by interviewees were high on campuses, but that there were also multiple locations experiencing issues with tobacco litter at the edges of campus and in select hotspot areas. Further conversations with interviewees also raised concerns around the noticeable increase in the popularity of vaping devices.

Approaching LRCCD with Enforcement Options Based on Evaluation Results, ARC Petitions, and PIO Meetings

Current LRCCD Enforcement Approach

The smoke-free policy for LRCCD is built into the student handbook under the student code of conduct, in which a student found to be violating the policy on multiple occasions could be subject to review processes that could lead to suspension or expulsion. While the smoke-free campus policy was formally written into this process, in practicality the policy was never enforced through these mechanisms. Enforcement through this process would first require staff or faculty members who care to uphold the smoke-free campus policy to observe a student violating the policy repeatedly, gather their name and evidence of multiple accounts of them violating the policy, and then bring this information upwards to their supervisors to address the student's smoking on campus – all amidst their day-to-day schedules.

This structure is problematic for many reasons. First, it is unlikely that any staff or faculty member would take any of these steps because there is no education or training on this process and going through the process would be an inconvenience for staff or faculty members. Second, this structure of enforcement is inequitable because it only pertains to students, not faculty, staff members, or campus visitors. Third, if it were to be pursued, this process of enforcement would be highly punitive and would not involve any processes of education or referral to cessation resources.

Approach, Inform, Refer Enforcement Approach

Though written into the student code of conduct, in reality, the smoke-free campus policy operated under a social normative approach (through supportive education, training, and engagement, the standard of maintaining a smoke-free environment would be expected as normal on campus). This approach can include promoting what is commonly known as **AIR** – **Approach, Inform, Refer**[19] – where all members of the campus community are encouraged to take ownership and responsibility of maintaining a smoke-free campus environment by identifying individuals violating the policy and: 1) a*pproach* them to ask if they are aware of the smoke-free policy, 2) kindly *inform* them that what they are doing is not allowed under the policy, and 3) *refer* them to resources, either those available on that particular campus or to cessation services such as the California Smokers' Helpline.

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[19] Tobacco-Free College Policy Enforcement Options. California Youth Advocacy Network. Available at: https://static1.squarespace.com/static/582cd52d2994caad8bdc9000/t/5b4652a588251b13babf1f24/1531335351063/Enforcement+Options+Pros+and+Cons.pdf

The Approach, Inform, Refer approach to enforcement require regular training and education for campus community members, especially with the ever-changing student populations, that the LRCCD campuses do not have the capacity to offer on a regular basis. Despite the training needed, evaluation results (including Public Opinion Polls, Observational Surveys, and Key Informant Interviews), ARC petitions, and PIO meetings all indicated interest in more formalized enforcement strategies.

LRCCD Meeting to Discuss Enforcement Options

When meeting with PIOs and other campus community leaders, BCSR would often hear from interested parties that, although they were supportive of strengthened enforcement, these changes ultimately needed to be approved at the District level. It was also BCSR's impression that the District was undergoing efforts to increase uniformity among the LRCCD campuses. As such, BCSR staff members met with representatives for the community colleges at the District level to present ARC petition signatures, evaluation results, and PIOs enforcement checklist form, all of which supported strengthening enforcement of smoke-free policies. With this information, BCSR proposed options to the District regarding further enforcement of smoke-free policies.

The main option presented involved creating student ambassador task forces and/or utilizing campus police or security to enforce the policy by giving out stickers to violators on campus. These stickers would have information on cessation resources on them, and counting the number distributed at campuses during any given length of time could provide an added measure to the compliance of the policy on campus moving forward. Additional supportive actions to enforcement that were suggested included increasing signage near recognized hotspot areas and taking inventory of 'dead zones' on campuses where there is no signage present, a process that was supported by the three PIOs who met with BCSR staff to take inventory of areas for improvement in communications around the smoke-free policy on the campuses.

The District was not open to exploring these or other optional enforcement tactics. Instead, the District requested that we increase the number of trainings that occur on the campuses to train faculty and staff on implementing the Approach, Inform, Refer approach.

LRCCD Staff/Faculty AIR Enforcement Trainings

Prior to meeting with representatives at the LRCCD level in Summer 2019, BCSR had offered several training sessions to help with early implementation of the smoke-free policy. To continue to support the social normative approach to enforcement of the smoke-free campus policy, and at the request of the District following the Summer 2019 meeting with its representatives, BCSR actively sought to host new trainings on current trends in tobacco use and the vaping epidemic, and how to use the Approach, Inform Refer approach on campus when community members are violating the smoke-free policy. Training material assumed no background or knowledge in tobacco control, and provided attendees with basic information on the importance and effectiveness of smoke-free policies to limit exposure to secondhand smoke. The first training took place at SCC in Fall 2019 thanks to our strong connection with their Health Educator, who made scheduling, reserving space, recruiting attendees, and hosting the training extremely convenient. Attendees enjoyed the training, especially learning about

emerging tobacco products as a part of the information presented to them; several attendees requested that additional training sessions be offered in the future for their colleagues. Unfortunately, additional training sessions that had been planned for the first half of 2020 at Sacramento City College and Folsom Lake College were cancelled due to the COVID-19 pandemic.

Conclusion

Breathe successfully met the goal of adopting and implementing a smoke-free campus policy at one campus (ARC) while also meeting the goal of implementing and enforcing smoke-free campus policies throughout the Los Rios Community College District (four colleges).

Overall, BCSR employed a number of strategies to adopt, implement, and enforce smoke-free campus policies throughout LRCCD. Regarding the adoption a smoke-free campus policy at ARC, Breathe successfully identified ARC President Thomas Greene as a policy champion to help adopt the smoke-free policy at ARC and its satellite campuses, in addition to participating in a task force to develop the policy language and implementation plan of the smoke-free policy. Throughout the adoption process, BCSR provided TA to task force members; evaluation indicated high levels of satisfaction with this TA. Ultimately, ARC and BCSR's adoption efforts were successful, evidenced by receiving the "Platinum Plus" award from the United States Department of Health and Human Services, Tobacco Free College Campus Initiative.

In terms of implementing ARC's smoke-free policy, BCSR employed a number of activities to spread awareness of the smoke-free policy, including communications and education materials, cessation efforts such as distribution of quit kids, participating in community engagement events, and connecting with campus leaders throughout the campus. As the vaping epidemic became a prominent public health issue, BCSR adjusted activities to make sure the work being performed addressed new and emerging tobacco products. This proved to be an effective strategy given the increase in electronic cigarettes, particularly with youth and young adults. Ultimately, BCSR learned that the growing interest and coverage regarding vaping served as an effective hook to interest the broader campus community in tobacco control.

In terms of assessing policy implementation and compliance at ARC, evaluation results highlighted both strengths and areas of improvement – while most campus community members understood and supported a smoke-free campus policy, a significant portion of campus members witnessed smoking on campus or believed enforcement needed to be stronger than the current approach.

Given the shortcoming of the compliance documented in evaluation, BCSR moved to support enforcement efforts at the LRCCD. Several activities were used to promote strengthening enforcement: petitioning at ARC for increased enforcement, evaluating communications and signage around the policy on campus, conducting key informant interviews to gain insight as to what was and was not going well for enforcement, and approaching the LRCCD with survey results to strategize next steps. Conversation regarding survey results that highlighted support for increased enforcement lead to a request by the District to focus first on strengthening and supporting the current social normative approach to enforcement of the policy by conducting

Approach, Inform, Refer trainings for faculty and staff members on how they could do their part to maintain a smoke-free campus environment.

Through BCSR's enforcement activities, BCSR recognized that *frequent, continuous* support and connections with campus representatives is needed to maintain momentum for tobacco control at community colleges, particularly because these campuses usually do not have a dedicated staff or faculty member who has the responsibility of oversight for the policy. Further, the schools typically do not have the technical knowledge in tobacco control to maintain or improve upon their policy on their own, so advocates and partners must maintain a well-known presence to keep smoke-free campuses at the forefront of the minds of campus community members as an important priority that requires maintenance for success.

For future efforts to promote and support smoke-free college campuses, BCSR recommends the following strategies:

- ***"Hook" campus leaders with current and relevant topics related to tobacco control*** – Breathe was able to spur interest in the smoke-free efforts of Los Rios (even after a lull in activity due to staff turnover) by connecting smoke-free policies to the growing vaping epidemic. For other tobacco control efforts, connecting a national trend like vaping or marijuana to the project's work may be a successful strategy in getting the decision makers' commitment to focus on tobacco control efforts – simply trying to generate interest in issues such as smoke-free campuses may not be as immediately appealing to decision makers without these connections to trending topics.

- ***Provide mutually reinforcing activities and continuous support*** – Decision makers are often juggling several initiatives while other groups are vying for their attention. To bring decision makers on board, tobacco control advocates need a consistent presence so tobacco control is a top priority, and consistent follow-through with TA and support activities that reinforce each other's efforts to build and sustain momentum for tobacco control.

- ***Address smoking/tobacco litter "hotspots" in policy adoption, implementation, and enforcement*** – Conversation with campus leaders noted that campuses tended to have certain "hotspots," such as parking lots, where most of the violations of the campus smoke-free policy occurred. Given the impact of these hotspots, it is important for smoke-free initiatives at college campuses to consider the unique challenges and barriers that these hotspots present. As such, instead of using blanket approaches for smoke-free campus initiatives, unique strategies should be employed throughout the adoption, implementation, and enforcement of the initiative to address the particular challenges of smoking/tobacco use hotspots.

- ***Consider and commit resources to an approach-inform-refer approach to enforcement*** – In policy, LRCCD's enforcement mechanisms may include a punitive approach to violating the smoke-free policy, with disciplinary actions that could escalate to even suspension or expulsion. This approach can be problematic for a number of reasons, particularly since this punitive approach does not involve education or referrals to

cessation resources and only applies to students. In practice, the LRCCD campuses used a social normative approach, where supportive education, training, and engagement maintain a smoke-free environment as the norm on campus. One component of the social normative approach can be AIR – Approach, Inform, Refer – where those violating the smoke-free campus are asked if they know the smoke-free policy, informed of the current smoke-free policy, and referred to cessation resources. While this approach is more equitable than punitive approaches, it takes *regular training and education* to be successful as it requires widespread participation from the campus community. To invest in a more equitable approach to enforcement, future initiatives should consider not only using an AIR approach to enforcement, but also committing to the time and training needed to successfully execute AIR.

Appendices

Appendix A – Evaluation Data Collection Tools

Campus Observation Form 1-E-1

☐ **Pre Policy Adoption**   ☐ **Post Policy Adoption & Implementation**

Observer(s): _____ _____

Campus/School: _____

Observation Area Number: _____   **Temperature & weather:** _____

| Date: _____ / _____ / _____ |
| Start Time: _____ |
| End Time: _____ |

POLICY TYPE	
1. What type of nonsmoking policy is currently on this campus/school?	☐₁ Smoke or Tobacco Free Campus ☐₂ Designated Smoking Area ☐₃ No Smoking in entryways (20 ft., 30 ft. etc.) ☐₄ Other: _____ ☐₅ This campus/school does not have a nonsmoking policy

SMOKING	
2. Are there people smoking on campus in this area?	☐₁ Yes ☐₂ No **(Go to #6)**
3. Where are people smoking in this area?	☐₁ Parking lots ☐₂ Campus/school lawn ☐₃ Near building entrances ☐₄ Quad or student gathering areas ☐₅ In front of residential areas ☐₆ Other: _____
4. How many people are smoking in this observation area?	_____
5. What kind of product(s) are people smoking?	☐₁ Cigarettes ☐₂ Little Cigars ☐₃ Electronic Smoking Devices (E-cigs, Vape pens) ☐₄ Other: _____

SIGNAGE	
6. Are there any signs in this area that indicate the current smoking policy?	☐₁ Yes ☐₂ No **(Go to #10)**
7. Does the signage displayed on campus reflect the current policy?	☐₁ Yes ☐₂ No
8. What type of signs are present *(check all that apply)*	☐₁ Wall plaques (I.e., metal or plastic sign) ☐₂ Posters (In glass cases, on bulletin boards, etc.) ☐₃ Painted on wall or sidewalk ☐₄ A-frame, sandwich board ☐₅ Other: _____
9. Where are signs located? *(check all that apply)*	☐₁ Building entrances ☐₂ Student gathering areas ☐₃ Sporting areas ☐₄ Parking areas ☐₅ Other: _____

Turn page over

TOBACCO LITTER	
10. Are there any ashtray/cans observed?	☐₁ Yes ☐₂ No
11. Is there tobacco litter (cigarette butts, lighters, packaging, etc.) outside of ashtrays/cans?	☐₁ Yes ☐₂ No
12. How many pieces of tobacco litter (butts, packs, wrappers, cigar tips, lighters, etc.) can you count in 15 minutes in this observation area? (Note: Do not count what is in ashtrays) *(OPTIONAL ACTIVITY: Collect and bag tobacco litter for future evidence of policy adoption.)*	_____

Additional Tobacco-Related Observations**:** _____

_____

Campus Public Opinion Poll 1-E-3

In response to concerns about tobacco smoke and electronic cigarette vapor on school campuses, the STAND Project of Breathe California Sacramento Region, is conducting a survey on what (if any) no smoking policies exist on campuses in Sacramento County and the level of support or opposition to no smoking policies. Sharing in this survey is voluntary and individual responses are confidential. STAND staff will share this information with campus officials to advocate for what the community wants.

Date: _____ /_____ /_____

Do you attend or work at a community college, four-year university or trade/vocational school <u>in Sacramento County</u>?
☐₁ Yes ☐₂ No **(Thank you – end of survey!)**

1. **Please select the trade/vocational school, community college, or four-year university in Sacramento County you currently attend or work at:**
   ☐₁ Art Institute of California   ☐₆ MTI College
   ☐₂ Blake Austin College   ☐₇ Sacramento State *(CSU, Sacramento)*
   ☐₃ Carrington College   ☐₈ Unitek College
   ☐₄ Kaplan College   ☐₉ Universal Technical Institute
   ☐₅ Le Cordon Bleu   ☐₁₀ Other *(please describe)*: _____

2. **What best describes your role on campus?**
   ☐₁ Student
   ☐₂ Administrator
   ☐₃ Faculty
   ☐₄ Classified Staff
   ☐₅ Other *(please describe)*: _____

3. **In the last 30 days, have you smelled smoke anywhere on campus?**
   ☐₁ Yes ☐₂ No

4. **How does tobacco smoke affect you?** *(Choose all that apply)*
   ☐₁ It does not bother me.
   ☐₂ My clothes smell.
   ☐₃ I get sick *(nauseated or sick to stomach)*.
   ☐₄ I find it hard to breathe. It causes an asthma attack or some other respiratory issue *(coughing, sneezing, etc.)*.
   ☐₅ I do not like the smell.
   ☐₆ Other *(please describe)*: _____

5. **To the best of your knowledge, which of the following is the current type of no smoking rule on the campus?** *(Choose <u>one</u>)*
   ☐₁ There are no smoking rules related to smoking on this campus. ---➔ **Please skip to #7. Do <u>not</u> answer #6. ---➔**
   ☐₂ No smoking or tobacco use anywhere on the campus *(100% smoke-free and tobacco free)*.
   ☐₃ No smoking near entryways *(30 feet from doors, windows, etc.)*.
   ☐₄ Smoking is allowed in designated areas only.
   ☐₅ Not sure
   ☐₆ Other *(please describe)*: _____

CONTINUE TO NEXT PAGE >>

6. **Does the no smoking rule apply to electronic smoking devices (vapes, hookah pens, etc.)?**
   ☐1 Yes   ☐2 No   ☐3 Not sure

7. **Do you think that stronger no smoking rules are needed on campus to reduce second hand smoke?**
   ☐1 Yes   ☐2 No   ☐3 Not sure

8. **Would you <u>support or oppose</u> any of the following rules or policies on this campus?**

	Support	Oppose	Neither Support nor Oppose
a. Smoke and tobacco-free campus	☐1	☐2	☐3
b. No smoking near entryways	☐1	☐2	☐3
c. Smoking allowed in designated areas only	☐1	☐2	☐3

9. **What is your age?**
   ☐1 18-24 years   ☐2 25-34 years   ☐3 35-44 years   ☐4 >44 years   ☐5 Prefer not to answer

10. **What is your gender identity?**
    ☐1 Male   ☐2 Female   ☐3 Other: _____   ☐4 Prefer not to answer

11. **What race/ethnicity do you most identify with?**
    ☐1 American Indian/Alaska Native
    ☐2 Asian/Pacific Islander
    ☐3 Black/African American
    ☐4 Hispanic/Latino
    ☐5 Russian/Ukrainian
    ☐6 White/Caucasian
    ☐7 Two or more races
    ☐8 Other (*please describe*): _____
    ☐9 Prefer not to answer

12. **Do you use or smoke any of the following?**

	Yes, regularly.	Yes, but only socially.	No, but I am a former user.	Never used.
Cigarettes	☐	☐	☐	☐
Cigars	☐	☐	☐	☐
Little cigars/Cigarillos	☐	☐	☐	☐
Hookah pipe	☐	☐	☐	☐
Electronic Smoking Device (*Vape, hookah pen, etc.*)	☐	☐	☐	☐

13. **Do you have any comments or questions you would like to share?**

_____

_____

End of Survey

Key Informant's Campus ___ARC ___CRC ___ FLC ___ SCC	
Interviewer	Interview Date
Key Informant's Full Name	Phone Number
Position/Title	E-mail Address
	Month/Years with Campus

1) Are you aware of the recent changes that have been made to your campuses' tobacco policy? *(Probes: what was the tobacco policy on your campus before these changes? What is your campus tobacco policy now?)*

2) How satisfied or dissatisfied are you with the tobacco policy adopted?

3) Did the policy pass as originally proposed? If no, what modifications were made?

4) What was the catalyst that prompted this change?

5) Who were the biggest allies for policy change? Who were the opponents of tobacco policy change on campus?

6) What specific strategies do you think were effective in influencing the decision makers to amend to the current policy?

7) Since the adoption of your campus tobacco policy, how has the policy been implemented? (Probe: signage , policy notices, email alerts, student handbook, etc?)

8) What obstacles does your campus face with regard to tobacco policy implementation?

9) What factors have facilitated the implementation of tobacco policy on your campus?

10) Are you aware of assistance provided by the STAND project of Breathe California of Sacramento for tobacco policy support?

11) Was the STAND project helpful in the process of adopting your campus tobacco policy? How/Why/Why not?
(*Probe: what type of assistance did STAND provide?)*

12) How could the STAND Project have been more helpful in your tobacco policy efforts?

13) Is there anything else you would like to share with me today?

THANK YOU FOR YOUR TIME!

CAMPUS PUBLIC OPINION POLL 1-E-8

In response to concerns about tobacco smoke and electronic cigarette vapor, this campus in partnership with the STAND Project of Breathe California Sacramento Region is conducting this survey. The survey will measure campus community members' knowledge of the current smoking policy/standard and enforcement methods. Your thoughts and opinions are very important. This is an anonymous survey; your answers will be combined with all participant answers.

Date:____/____/____   **School Name: _____**

1. **What best describes your role on campus?**
   ☐ Student
   ☐ Administrator
   ☐ Faculty
   ☐ Classified Staff
   ☐ Other: _____

2. **In the last 30 days, have you smelled smoke anywhere on campus?**
   ☐ Yes   ☐ No

3. **Does tobacco smoke bother you?**
   ☐ Yes   ☐ No

4. **To the best of your knowledge, which of the following is the current no smoking rule at this campus?** *(Choose one)*
   ☐ No smoking or tobacco use anywhere on the campus *(100% smoke-free and tobacco free).*
   ☐ No smoking near entryways *(30 feet from doors, windows, etc.).*
   ☐ Smoking is allowed in designated areas only.
   ☐ Not sure
   ☐ Other (*please describe*): _____

5. **In the past year, have you received information about the current no smoking rule through any of these sources?**

	Yes	No	Not sure
Signage (posters, flyers, A-frames, wall signs, or other signs on the campus)	☐	☐	☐
Email notices from the campus health center or administration	☐	☐	☐
Inside the student handbook	☐	☐	☐
Inside the course catalog	☐	☐	☐
On social media	☐	☐	☐
On the college website	☐	☐	☐
At campus fairs and events	☐	☐	☐

6. **Do you think that stronger rules are needed on campus to reduce second hand smoke?**
   ☐ Yes   ☐ No   ☐ Not sure

7. **Which of the following no smoking rules would you prefer to have on campus?** *(Choose one)*
   ☐ The current policy is working just fine.
   ☐ No smoking or tobacco use anywhere on campus (100% smoke and tobacco free)
   ☐ Smoking allowed only in designated smoking areas.
   ☐ No smoking near entryways *(30 feet from doors, windows, etc.).*
   ☐ Other (*please describe*): _____

Go to next page >>

8. **In your opinion, how well are people <u>complying</u> with the current no smoking rule?**
    ☐ Very well
    ☐ Somewhat well
    ☐ Not at all
    ☐ Not sure

9. **If someone is NOT <u>complying</u> with the rule, what do you feel comfortable doing to help enforce it?** *(Choose all that apply)*
    ☐ Verbally educating them about the rule.
    ☐ Pointing to a sign about the rule.
    ☐ Handing someone written information about the rule.
    ☐ Reporting the behavior to someone on campus.
    ☐ None of the above.

10. **To the best of your knowledge, how is the current no smoking rule being <u>enforced</u>?** *(Choose all that apply)*
    ☐ Fines
    ☐ Academic discipline
    ☐ Student and employee verbal reminders
    ☐ Other: (please describe): _____

11. **Do you think that stronger enforcement activities of the no smoking rule are needed on campus?**
    ☐ Yes
    ☐ No
    ☐ Not sure

12. **Please indicate your level of support for the following <u>enforcement</u> activities:**

	Do not Support	Support	Support a little	Strongly support
Fines (money)	☐	☐	☐	☐
Academic discipline based on Student Code of Conduct	☐	☐	☐	☐
Verbal reminders from students, staff/faculty, and visitors on the campus	☐	☐	☐	☐
Written guidance and reminders from staff/faculty	☐	☐	☐	☐

13. **Who do you think should <u>enforce</u> the no smoking policy/standard?** (*Choose all that apply*)
    ☐ Students
    ☐ Faculty and Staff
    ☐ Campus Police
    ☐ Other (*please describe*): _____

14. **What is your age?**
    ☐ 18-24 years
    ☐ 25-34 years
    ☐ 35-44 years
    ☐ >44 years
    ☐ Prefer not to answer

Go to next page >>

15. What is your gender identity?

☐ Male
☐ Female
☐ Other: _____
☐ Prefer not to answer

16. Do you use or smoke any of the following?

	Yes, regularly.	Yes, but only socially.	No, but I am a former user.	Never used.
Cigarettes	☐	☐	☐	☐
Cigars	☐	☐	☐	☐
Little cigars/Cigarillos	☐	☐	☐	☐
Hookah pipe	☐	☐	☐	☐
Electronic Smoking Device (Vape, hookah pen, etc.)	☐	☐	☐	☐

17. Do you have any comments or questions you would like to share?

_____
_____

End of survey. Thank you!

Technical Assistance (TA) & Satisfaction Survey

In an effort to measure and improve the technical assistance that the STAND Project of Breathe California of Sacramento-Emigrant Trails provides, we are conducting this survey. It should take about 10 minutes to complete. This is an anonymous survey; your answers will be combined with all participant answers. We appreciate your time and opinion.

1. **What is your role on campus?**
   - ☐ Administration
   - ☐ Faculty
   - ☐ Health Center Staff
   - ☐ Student
   - ☐ Volunteer
   - ☐ Other: _____

2. **What college/school do you attend or work at?**
   - ☐ American River College
   - ☐ Cosumnes River College
   - ☐ Folsom Lake College
   - ☐ Sacramento City College
   - ☐ Other: _____

3. **What is the approximate length of time you have been receiving technical assistance from STAND?**
   - ☐ 1 year
   - ☐ 2-4 years
   - ☐ 5 years or more

4. **Since July 2015, have there been any activities or changes (e.g. new policy, guidelines, standards, ordinance, etc.) or momentum in your campus's smoke-free initiative(s) that you would, at least partially, attribute to STAND support?**
   - ☐ Yes
   - ☐ No - **Do <u>not</u> answer Question 5. Please skip to Question 6 on the next page. ▬▬▶**

5. **If you responded <u>yes</u> to the previous question, in your opinion, what effect did the STAND technical assistance support have on your school's capacity to implement the smoke-free initiative?**
   - ☐ Greatly improved
   - ☐ Somewhat improved
   - ☐ Little or no effect
   - ☐ Unsure

6. *Thinking about your experience with STAND staff during the 2015/16 school year, please indicate what type of technical assistance you received? (Check all that apply)*
    - ☐ Assistance with letters or reports
    - ☐ Attending committee, work group or task force meetings
    - ☐ Creating topic related informational packets or resources (e.g. policy implementation, enforcement, etc.)
    - ☐ Survey design
    - ☐ Data collection
    - ☐ Data analysis
    - ☐ Development of fact sheets, flyers or other educational resources
    - ☐ Facilitated local trainings or workshops
    - ☐ One-on-one technical assistance (in person/telephone/email)
    - ☐ Tobacco cessation (Quit Kits)
    - ☐ Providing educational materials (e.g. Pocket cards, brochures, etc.)
    - ☐ Referrals to outside resources for networking, collaboration or coordination
    - ☐ Other: _____

7. **For the assistance you received during the 2015/16 school year, how satisfied are you with…**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
a. The <u>overall quality</u> of the TA?	☐1	☐2	☐3	☐4	☐5
b. The <u>staff</u> that provided the TA?	☐1	☐2	☐3	☐4	☐5
c. The <u>quality of the TA materials</u> provided?	☐1	☐2	☐3	☐4	☐5
d. The <u>responsiveness</u> to your requests for TA?	☐1	☐2	☐3	☐4	☐5

8. **With respect to the technical assistance provided during the 2015/16 school year, please indicate your agreement with the following statements.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a. The TA provided <u>enhanced my skills</u> to develop our smoke free initiative(s).	☐1	☐2	☐3	☐4	☐5
b. The TA provided was <u>relevant to my work</u> as it pertains to enforcing stronger smoke free initiative(s).	☐1	☐2	☐3	☐4	☐5
c. I would <u>recommend STAND</u> to a colleague that wanted to adopt, implement or improve no smoking rules or policies.	☐1	☐2	☐3	☐4	☐5

9. **Did you share any of the information/materials from the technical assistance you received with other school personnel or community based organizations?**
    - ☐ Yes
    - ☐ No

10. **What type of technical assistance do you think you may <u>need or request in the future</u>?** *(Check all that apply)*
    - ☐ Assistance with letters or reports
    - ☐ Attending committee, work group or task force meetings
    - ☐ Creating topic related informational packets or resources (e.g. policy implementation, enforcement, etc.)
    - ☐ Survey design
    - ☐ Data collection
    - ☐ Data analysis
    - ☐ Development of fact sheets, flyers or other educational resources
    - ☐ Facilitated local trainings or workshops
    - ☐ One-on-one technical assistance (in person/telephone/email)
    - ☐ Tobacco cessation (Quit Kits)
    - ☐ Providing educational materials (e.g. Pocket cards, brochures, etc.)
    - ☐ Referrals to outside resources for networking, collaboration or coordination
    - ☐ Other: _____

11. **What about the technical assistance was most useful in supporting your work responsibilities?**
    _____
    _____

12. **Are there any other skills, services or efforts that STAND can coordinate or provide that would make your work more successful?**
    _____
    _____ \

Thank you for completing our survey.

BREATHE CALIFORNIA
of Sacramento-Emigrant Trails
The Clean Air and Healthy Lungs People
Since 1917

Technical Assistance (TA) & Satisfaction Survey

In an effort to measure and improve the technical assistance that the STAND Project of Breathe California Sacramento Region, we are conducting this survey. It should take about 10 minutes to complete. This is an anonymous survey; your answers will be combined with all participant answers. We appreciate your time and opinion.

1. **What is your role on campus?**
   - ☐ Administration
   - ☐ Faculty
   - ☐ Health Center Staff
   - ☐ Student
   - ☐ Volunteer
   - ☐ Other: _____

2. **What college/school do you attend or work at?**
   - ☐ American River College
   - ☐ Cosumnes River College
   - ☐ Folsom Lake College
   - ☐ Sacramento City College
   - ☐ Other: _____

3. **What is the approximate length of time you have been receiving technical assistance from STAND?**
   - ☐ 1 year
   - ☐ 2-4 years
   - ☐ 5 years or more

4. **Since July 2015, have there been any activities or changes (e.g. new policy, guidelines, standards, ordinance, etc.) or momentum in your campus's smoke-free initiative(s) that you would, at least partially, attribute to STAND support?**
   - ☐ Yes
   - ☐ No - **Do <u>not</u> answer Question 5. Please skip to Question 6 on the next page.** ▪▪▪▶

5. **If you responded <u>yes</u> to the previous question, in your opinion, what effect did the STAND technical assistance support have on your school's capacity to implement the smoke-free initiative?**
   - ☐ Greatly improved
   - ☐ Somewhat improved
   - ☐ Little or no effect
   - ☐ Unsure

BREATHE CALIFORNIA
Sacramento Region

6. *Thinking about your experience with STAND staff during the 2018/19 school year, please indicate what type of technical assistance you received? (Check all that apply)*
   - ☐ Assistance with letters or reports
   - ☐ Attending committee, work group or task force meetings
   - ☐ Creating topic related informational packets or resources (e.g. policy implementation, enforcement, etc.)
   - ☐ Survey design
   - ☐ Data collection
   - ☐ Data analysis
   - ☐ Development of fact sheets, flyers or other educational resources
   - ☐ Facilitated local trainings or workshops
   - ☐ One-on-one technical assistance (in person/telephone/email)
   - ☐ Tobacco cessation (Quit Kits)
   - ☐ Providing educational materials (e.g. Pocket cards, brochures, etc.)
   - ☐ Referrals to outside resources for networking, collaboration or coordination
   - ☐ Other: _____

7. **For the assistance you received during the 2018/19 school year, how satisfied are you with…**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
a.	The <u>overall quality</u> of the TA?	☐1	☐2	☐3	☐4	☐5
b.	The <u>staff</u> that provided the TA?	☐1	☐2	☐3	☐4	☐5
c.	The <u>quality of the TA materials</u> provided?	☐1	☐2	☐3	☐4	☐5
d.	The <u>responsiveness</u> to your requests for TA?	☐1	☐2	☐3	☐4	☐5

8. **With respect to the technical assistance provided during the 2018/19 school year, please indicate your agreement with the following statements.**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	The TA provided <u>enhanced my skills</u> to develop our smoke free initiative(s).	☐1	☐2	☐3	☐4	☐5
b.	The TA provided was <u>relevant to my work</u> as it pertains to enforcing stronger smoke free initiative(s).	☐1	☐2	☐3	☐4	☐5
c.	I would <u>recommend STAND</u> to a colleague that wanted to adopt, implement or improve no smoking rules or policies.	☐1	☐2	☐3	☐4	☐5

9. **Did you share any of the information/materials from the technical assistance you received with other school personnel or community based organizations?**
   - ☐ Yes
   - ☐ No

10. What type of technical assistance do you think you may <u>need or request in the future?</u> *(Check all that apply)*

- ☐ Assistance with letters or reports
- ☐ Attending committee, work group or task force meetings
- ☐ Creating topic related informational packets or resources (e.g. policy implementation, enforcement, etc.)
- ☐ Survey design
- ☐ Data collection
- ☐ Data analysis
- ☐ Development of fact sheets, flyers or other educational resources
- ☐ Facilitated local trainings or workshops
- ☐ One-on-one technical assistance (in person/telephone/email)
- ☐ Tobacco cessation (Quit Kits)
- ☐ Providing educational materials (e.g. Pocket cards, brochures, etc.)
- ☐ Referrals to outside resources for networking, collaboration or coordination
- ☐ Other: _____

11. What about the technical assistance was most useful in supporting your work responsibilities?

_____
_____

12. Are there any other skills, services or efforts that STAND can coordinate or provide that would make your work more successful?

_____
_____ \

Thank you for completing our survey.

Appendix B – Evaluation Summary Reports

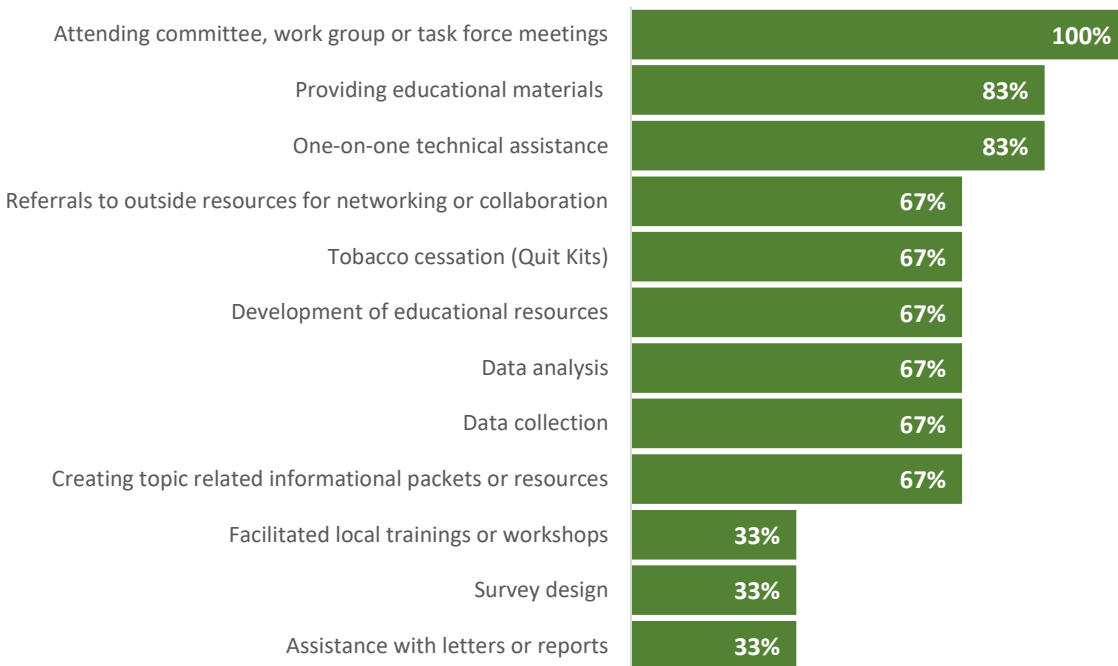# 1-E-9: STAND Technical Assistance Satisfaction Survey

Survey Methodology

Sacramento Taking Action Against Nicotine Dependence (STAND) started in 2000 as a grassroots effort among college students to counter the tobacco industry's influence on young adults. One of STAND's recent projects is to provide technical assistance (TA) to colleges and universities to help them with the implementation and enforcement of no smoking policies on campus. As such, Breathe developed a Technical Assistance Satisfaction Survey to document and measure: (1) the type of technical assistance received, (2) the impact of Breathe support on capacity to implement smoke-free policy, (3) satisfaction with the technical assistance provided, and (4) need for additional types of technical assistance. During 2016, Breathe staff collected a total of six paper surveys – four from American River College (ARC) and two from Sacramento City College.

Respondent Characteristics

Of the six survey respondents, three respondents were faculty, two were administrators, and one was a volunteer. The majority of respondents (4) had received one year of technical assistance from STAND, while one respondent received 2-4 years of assistance, and another received 5 or more years of technical assistance. During the 2015/16 school year, TA recipients received a range of support from the STAND team. All (100%) reported that STAND provided support by attending meetings, 83 percent received education materials, and 83 percent received one-one-one individualized assistance, as displayed in Figure 1 below.

Figure 1 – Types of Technical Assistance Received During the 2015-16 School Year
(n=6)

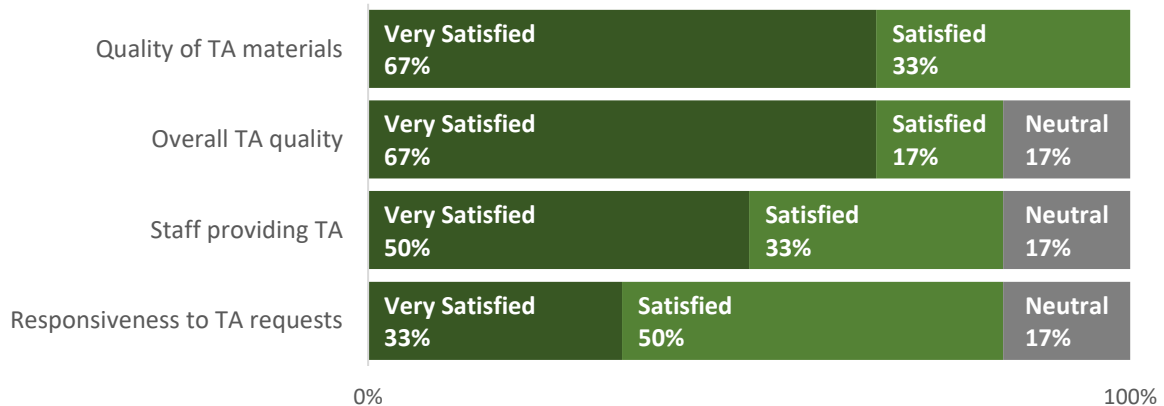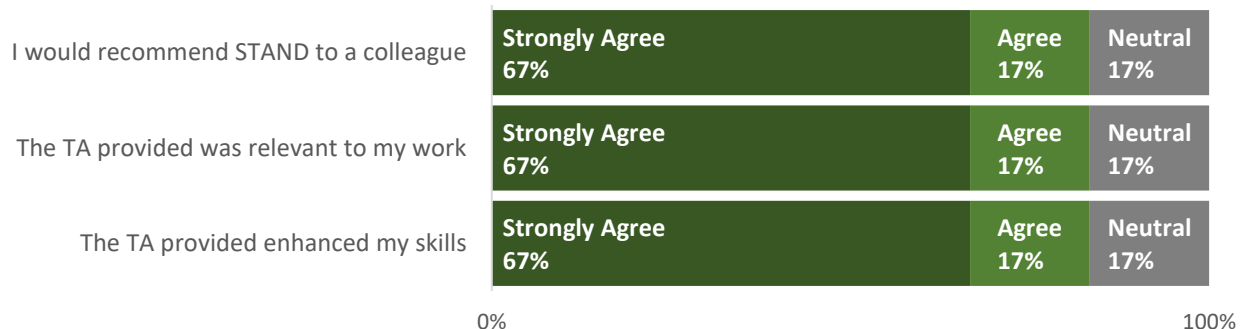| Type of Technical Assistance	Percent
Attending committee, work group or task force meetings	100%
Providing educational materials	83%
One-on-one technical assistance	83%
Referrals to outside resources for networking or collaboration	67%
Tobacco cessation (Quit Kits)	67%
Development of educational resources	67%
Data analysis	67%
Data collection	67%
Creating topic related informational packets or resources	67%
Facilitated local trainings or workshops	33%
Survey design	33%
Assistance with letters or reports	33%

Survey Results

Participant Satisfaction

To gauge the overall quality of STAND's technical assistance, the survey asked respondents to rate their level of satisfaction with various components of the assistance received during the 2015/16 school year. Overall, 100 percent of respondents believed that STAND's technical assistance "greatly improved" their school's capacity to implement smoke-free initiatives. Similarly, all respondents (100%) reported that STAND's support contributed to new activities or policies for their campus's smoke-free initiatives. Regarding individual components of STAND's support, respondents were generally satisfied with all aspects of the assistance received. In particular, respondents had the highest level of satisfaction with the quality of TA materials, given that all respondents were "very satisfied" (67%) or "satisfied" (33%) with these items, as highlighted in Figure 2.

Figure 2 – Satisfaction with Technical Assistance from STAND

(n=6)

Quality of TA materials	Very Satisfied 67%	Satisfied 33%	
Overall TA quality	Very Satisfied 67%	Satisfied 17%	Neutral 17%
Staff providing TA	Very Satisfied 50%	Satisfied 33%	Neutral 17%
Responsiveness to TA requests	Very Satisfied 33%	Satisfied 50%	Neutral 17%

0%　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　100%

The Satisfaction Survey also contained questions related to the usefulness of the technical assistance provided by the STAND project, such as whether or not the technical assistance enhanced respondents' skills or was relevant to their work. As shown in Figure 3, two-thirds of respondents "strongly agreed" to each statement regarding the positive impact of STAND's TA. Interestingly, although 83 percent reported that they would recommend STAND to a colleague, two-thirds (67%) of respondents also reported that they did not share any of the TA information with school personnel or community-based organizations. Thus, an area of potential program improvement is encouraging TA recipients to share what they learn with others.

Figure 3 – Positive Impacts of STAND Technical Assistance

(n = 6)

I would recommend STAND to a colleague	Strongly Agree 67%	Agree 17%	Neutral 17%
The TA provided was relevant to my work	Strongly Agree 67%	Agree 17%	Neutral 17%
The TA provided enhanced my skills	Strongly Agree 67%	Agree 17%	Neutral 17%

0%　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　100%

When describing the most useful aspects of STAND's support, respondents cited the "knowledge, expertise, and enthusiasm" as beneficial aspects of their interaction with the STAND team. One respondent appreciated the "knowledge of the TA having done this before" because "it helped us to avoid mistakes previously made by others." Other respondents highlighted the quality of promotional materials and the one-on-one assistance as being most useful.

Future Needs and Suggestions

Lastly, respondents shared information about their future needs for technical assistance and made suggestions for improvement of the STAND TA program. When asked which areas of technical assistance may be needed in the future, most (83%) of respondents reported that "providing educational materials" and "tobacco cessation quit kits" would be useful, as demonstrated in Figure 4.

Figure 4 – What Type of Technical Assistance Do You Think You May Need in the Future?

(n=6)
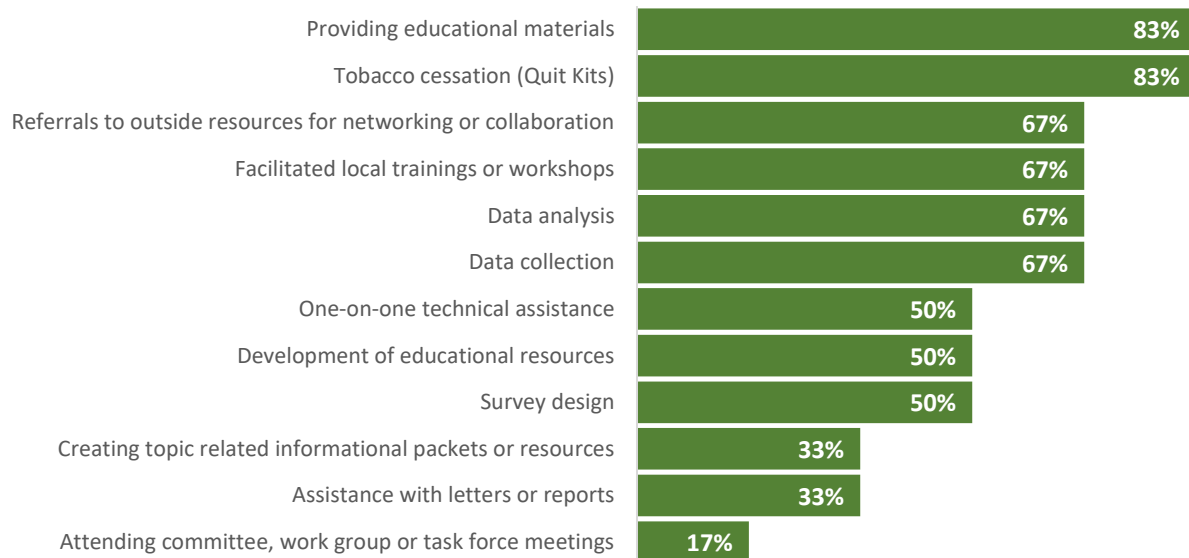
Suggestions for ways to improve STAND's technical assistance centered on support with outreach activities and enforcement. One respondent suggested providing more outreach events on campus for smoking cessation, and another respondent suggested further assistance with enforcement and cessation.

Conclusion

While this analysis included only a small sample of college staff who are implementing no smoking policies on campus, preliminary survey results provide insight into staffs' satisfaction with the STAND technical assistance program. In general, survey respondents had a high level of satisfaction with the program given that all respondents (100%) believed STAND "greatly improved" the school's capacity to implement smoke-free initiatives. With regards to specific components of technical assistance, respondents reported the highest level of satisfaction with the quality of materials provided and the overall quality of the technical assistance. Moving forward, STAND may want to focus efforts on providing educational materials and Quit Kits, as 83 percent of respondents reported needing future technical assistance in these

areas. Moreover, Breathe staff should continue to collect surveys from the recipients of STAND technical assistance to have a greater understanding of its benefits as well as areas of potential improvement, thus further strengthening the technical assistance provided to colleges that are implementing smoke-free policy.

1-E-1: Collection of Outcome Data
American River College Pre- and Post-Policy Adoption Campus Observation

Methodology

In Spring 2015, Breathe California's Sacramento Taking Action Against Nicotine Dependence (STAND) program assisted American River College (ARC) in adopting a smoke, tobacco, and vape-free policy on campus. To measure the implementation and the effects of this smoke-free policy, STAND conducted two campus observations, one prior to implementation of the policy and one after. During each observation, STAND staff used a paper survey to document: 1) the number and location of individuals smoking, 2) the type of products smoked, 3) the presence and type of smoking policy signage, and 4) the presence of tobacco litter.

While observation methodology was generally consistent across the pre- and the post-observations, some aspects of the observations differed slightly. During the pre-implementation observation (December 8, 2015), STAND staff observed the ARC campus between 10:30am and 1:45pm on an overcast day, spending varying amounts of time in each observation area. For the post-implementation observation (May 15, 2017), staff observed the campus between 12:45pm and 2:10pm on a sunny day, spending 15 minutes at each observation area. At both points in time, STAND staff observed the same 10 areas of the ARC campus, shown in Figure 1 below.

Figure 1 – Map of 10 Observation Areas at American River College Campus
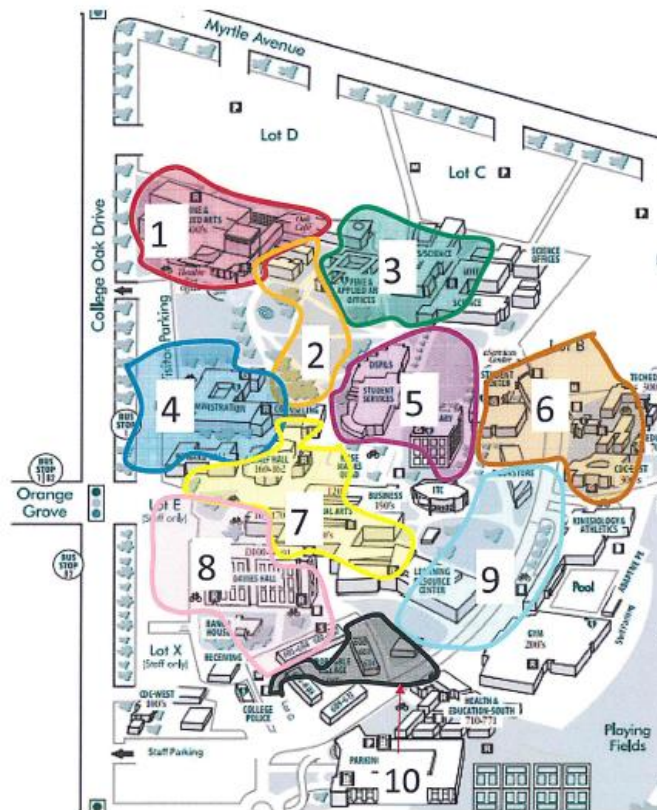
Key Findings

Smoking on Campus

A comparison of pre- and post-observation findings indicates that the number of smokers decreased after the implementation of ARC's smoke-free campus policy. As shown in Figure 2, the number of smokers observed from the pre- to the post-observation decreased from 12 to 4 smokers, or a 67% decrease. While STAND staff recorded smokers in four (4) of the 10 observations areas on the pre-observation, there were only two (2) areas with smokers during the post-observation.

Figure 2 – Total Number of People Observed Smoking on Campus

Pre-Policy Implementation — 12

Post-Policy Implementation — 4

The location of smokers on campus also shifted before and after implementation of the smoke-free policy. Before implementation, smokers were observed in four different types of locations (in the quad, in walkways, on the campus lawn, and near building entrances). However, post-implementation, STAND observed smokers in only two types of locations on campus (in walkways and near building entrances). No smokers were observed in parking lots or in residential areas during either observation. Table 3 displays the number of observation areas where smokers were witnessed by type of location.

Table 3 – Number of Areas with Smokers by Location Type

Location Type	# of areas with smokers (pre-implementation)	# of areas with smokers (post-implementation)
Quad or student gathering areas	✔ ✔ ✔	
Other (walkways)	✔ ✔	✔
Campus lawn	✔	
Near building entrances	✔	✔
Parking lots		
In front of residential areas		

Cigarettes were the most common product used by smokers during both the pre-implementation and the post-implementation observations. Before policy implementation, all smokers were observed smoking cigarettes. During the post-observation, while people in two areas of campus were observed smoking cigarettes, one of these areas had at least one person smoking little cigars.

Ashtrays and Tobacco Litter

In line with the findings discussed above, the number of areas on campus with ashtrays present also decreased from the pre- to the post-observation. While 80 percent (8) of the observations areas had ashtrays at the pre-observation, there were no ashtrays observed during the post-observation, as

displayed in Table 4. This serves as confirmation that one aspect of implementation of the smoke-free policy at ARC was the removal of tobacco waste receptacles.

Figure 4 – Number of Areas with Ashtrays (n = 10)

Pre-Policy Implementation — 8

Post-Policy Implementation — 0

Interestingly, a comparison of pre- and post-observation data shows that more litter was observed after implementation of the smoke-free policy than before. While tobacco litter was found in only half (5) of the observation areas before policy implementation, all 10 areas of campus had tobacco litter after implementation. In total, STAND staff observed 111 pieces of tobacco litter during the pre-observation and 352 pieces during the post-observation, representing more than a 200% increase, as shown in Figure 5.

Figure 5 – Pieces of Tobacco Litter Observed on Campus

Pre-Policy Implementation — 111

Post-Policy Implementation — 352

Several factors may explain the increase in tobacco litter after the implementation of ARC's smoke-free policy. First, because staff spent varying amounts of time in each observation area during the pre-observation, and spent exactly 15 minutes in each area on the post-observation, it is possible that more time was spent in areas with more litter during the post-observation, which could result in an increase in the total pieces of litter observed. Second, the post-observation found that no areas of campus had ashtrays (see Figure 4), whereas the pre-observation found eight (8) areas with ashtrays. The absence of ashtrays after implementation may have contributed to a higher level of tobacco litter on the ground, despite the observed decrease in smokers. Lastly, the campus maintenance and clean-up schedule could have accounted for the discrepancy in tobacco litter. It is possible that a campus clean-up occurred shortly before the pre-observation, which would result in fewer pieces of litter than usual.

Smoking Signage on Campus

Another interesting finding from the comparison of pre- and post-implementation observations was a very minor difference in the presence of no-smoking signage. As shown in Figure 6, before policy implementation there were nine (9) areas of campus with no-smoking signs, while after implementation there were eight (8) areas with no-smoking signage. However, the focus of the signs was different before and after implementation. Before implementation of the policy, signs on campus were to alert people

that the new smoke-free policy was "coming soon." After implementation, the signs reflected the actual no-smoking policy that was adopted.

Figure 6 – Number of Areas with No-Smoking Signs (n = 10)

As shown in Table 7, building entrances were the most common area for no-smoking signs both before and after implementation of the smoke-free policy. Prior to implementation, there were eight (8) areas with signs in building entrances and seven (7) areas with signs on the walls of buildings. After implementation, there were six (6) areas with signs on building entrances and five (5) areas that had signs in "other" types of locations (i.e., on buildings, light posts, ventilation systems, and in hallways). No signs were seen in windows or parking areas during the post-observation.

Table 7 – Number of Areas with Signs by Location Type

Location Type	# of areas with signs (pre-implementation)	# of areas with signs (post-implementation)
Building Entrances	8	6
Walls of building	7	1
Student Gathering Area	3	1
Window	2	0
Walkway	2	1
Parking Area	1	0
Other	1	5

Both before and after policy implementation, wall plaques were the most common type of no-smoking sign on campus. This type of sign was observed in nine (9) areas during the pre-observation and in seven (7) areas during the post-observation. Interestingly, while there were five (5) no-smoking banners before implementation, there were no banners observed at the post-implementation observation, shown in Table 8.

Table 8 – Number of Areas with Signs by Sign Type

Sign Type	# of areas with signs (pre-implementation)	# of areas with signs (post-implementation)
Wall plaques	9	7
No-Smoking Banner	5	0
Fliers	1	0
Posters	0	1
Other	1	2

Conclusion

In conclusion, a comparison of pre- and post-policy implementation observations at American River College (ARC) shows several differences in tobacco use, tobacco litter, and smoking-related signs on campus. Overall, the number of observed smokers dropped by 67% after the implementation of the smoke-free policy. While smokers were observed in four areas on campus during the pre-observation, only two areas had smokers during the post-observation. At the same time, tobacco litter increased over 200% after policy implementation, which may not necessarily be due to increased prevalence of smoking, but could be due to several other factors such as the absence of ashtrays on campus post-policy implementation. Regarding signage, most areas on campus had no-smoking signs both before and after implementation of the policy, all of which accurately reflected the smoke-free policy. Based on observation results, the smoke-free policy seems to be fully implemented at ARC and having the desired effect on the incidence of smoking on campus. However, it may be worthwhile for STAND staff to follow-up with ARC administrators to confirm the reasons for the increase in tobacco litter, and brainstorm solutions to the litter issue.

1-E-8: Campus Public Opinion Poll (Implementation & Enforcement)

Survey Methodology

Breathe California Sacramento Region is dedicated to maintaining healthy air and preventing lung and other air-pollution related diseases by partnering with youth, advocating public policy, supporting air pollution research, and educating the public. One of Breathe Sacramento's initiatives is to support the implementation and enforcement of smoke-free college campuses in Sacramento County. To this end, Breathe developed a public opinion poll specifically for college campuses that have already adopted a smoke-free policy, to examine: 1) knowledge of current smoking policies, 2) opinions of current compliance and enforcement, 3) suggestions to improve current enforcement practices, and 4) strategies for effective communication of the policy.

Overall, Breathe staff collected 213 public opinion surveys since data collection started in March 2016. The target respondents are individuals who attend or work at a community college campus with a smoke-free policy. In 2019, Breathe staff collected 127 surveys from American River College (ARC), California State University, Sacramento (CSUS), and Sacramento City College (SCC). In total, 11 surveys were excluded from the sample (four respondents did not attend or work at a college, and seven respondents from CSUS and SCC were excluded because Breathe is not currently partnering with these campuses). Overall, this analysis includes 202 completed surveys from ARC, which implemented a tobacco- and vape-free campus policy on January 1st, 2016.

Respondent Characteristics

In alignment with the target population, almost all survey respondents (99%) described themselves as college students and three respondents (1%) were faculty. Two-thirds (67%) of the survey respondents were between the ages of 18 and 24, while 18 percent were between 25 and 34. The remaining respondents were age 35 or older (15%). Almost two-thirds (65%) of respondents identified as female while over one-third (34%) identified as male and one percent preferred not to answer.

Regarding personal tobacco use, most respondents (64%) reported they have never used any form of tobacco, while 25 percent reported being former tobacco users, 12 percent reported social use of tobacco, and six (6) percent reported regularly using some form of tobacco. Electronic Nicotine Delivery Devices (ENDDs) were the most common tobacco product for regular whereas little cigars and ENDDs were the most common tobacco products for social use.

Survey Results

Awareness of No Smoking Policies and Information Sources

To learn how tobacco smoke personally impacts students and staff on college campuses, the Campus Opinion Poll included questions to examine the perception of smoking on campus and the knowledge of no smoking policies. The majority (82%) of respondents reported that the current type of no smoking policy is "no smoking or tobacco use anywhere on campus," whereas 10 percent said they were "not sure" about the current no smoking rule, and 4 percent believed the policy is "No smoking near entryways (30 feet from doors, windows, etc.)." Although there was general consensus about the existence of a no smoking policy, 37 percent of respondents reported smelling smoke on campus. This indicates that, despite the adoption of a policy, and the widespread understanding of that policy, smoking is still occurring at ARC.

The survey also asked students and staff about where they have received information about the no smoking rule. As shown in Figure 1, most respondents (66%) reported that they received policy information through signage, such as posters or flyers, while slightly less than half (46%) of respondents learned of the no smoking rule on the college website, and others learned from campus events (35%) and inside the student handbook (32%). In contrast, less than 30 percent of respondents reported learning of the no smoking rule from email notices, social media, or the course catalog.

Figure 1 – Have you received information about the current no smoking rule through any of these resources?

Information Source	Yes	No	Not Sure
Signage (posters, flyers, etc.) (n=195)	66%	21%	14%
On the college website (n=190)	46%	23%	31%
At campus fairs and events (n=188)	35%	35%	30%
Inside the student handbook (n=189)	32%	28%	41%
Email notices from the campus health center or administration (n=190)	24%	48%	28%
On social media (n=186)	24%	41%	35%
Inside the course catalog (n=186)	23%	34%	43%

Opinions on The No Smoking Rule and Enforcement

The Campus Opinion Poll also collected information regarding the level of support for various no smoking rules and policy enforcement options. In general, respondents were split on their desired level of no smoking policies. While 44 percent of respondents believed that stronger rules are needed on campus to reduce secondhand smoke, 38 percent did not believe stronger rules are necessary, and 18 percent were not sure. Similarly, 40 percent of respondents believed that stronger enforcement is necessary on campus while 30 percent believed that stronger enforcement is not necessary, and29 percent were unsure.

Overall, a clear majority (86%) of respondents would prefer to keep the current smoke-free campus policy. A smaller percentage would like "no smoking near entryways" (6%) and "smoking allowed only in designated smoking areas" (6%) to be the no smoking rule. Two percent of respondents thought another type of no smoking policy should be implemented, including "more enforcement and action at all levels," a combination of several no smoking policies, and "enforce the rule in the parking lots."

Although respondents were divided in their level of support for different enforcement activities, respondents supported each enforcement measure to some extent, as highlighted in Figure 2. The enforcement measures that received the most support were "verbal reminders" and "written guidance," as nearly all respondents (96%) supported these measures at some level.

Figure 2 – Support of No Smoking Enforcement Measures

Enforcement Measure	Strongly support	Support	Support a little	Do not support
Verbal reminders from students, staff/faculty, and visitors (n=191)	42%	41%	12%	4%
Written guidance and reminders from staff/faculty (n=190)	37%	43%	12%	9%
Academic discipline based on Student Code of Conduct (n=190)	19%	37%	18%	26%
Monetary fines (n=193)	19%	29%	24%	28%

No Smoking Compliance and Enforcement

Lastly, survey respondents reported their opinions about how the no smoking rule should be enforced and the extent to which the campus community is currently complying with the no smoking rule. As Figure 3 demonstrates, 32 percent of respondents reported that people are complying "very well" with the current no smoking rule on campus, and about half (46%) reported people are complying "somewhat well." Though these findings suggest compliance is occurring at some level, only 32% of respondents reported that compliance is going "very well," which suggests there can be additional work done to enforce compliance of the no smoking rule.

Figure 3 – How well are people complying with the current no smoking rule?
(n=198)
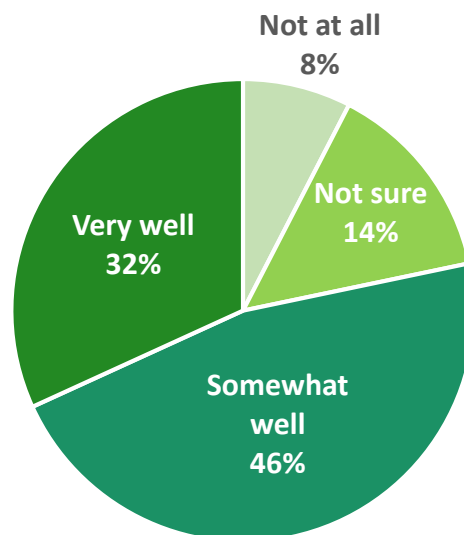
In addition to compliance information, the Campus Opinion Poll collected perceptions about how the no smoking rules are currently enforced on campus. About half (47%) of respondents said that the rule was enforced via "student and employee verbal reminders," while 24 percent said the rule was enforced through smoking "fines" and 17 percent said through "academic discipline." In written comments, 18 percent of respondents noted that they were unsure of the current enforcement, while three percent believed that there is no enforcement of smoking on campus, and three percent included another method of enforcement, such as expulsions, police notifications, and signage.

When respondents were asked what they would personally feel comfortable doing to enforce the no smoking rule, the most common answer was "verbally educating them about the rule" (27%), followed closely by "reporting the behavior to someone on campus" (23%), as shown in Figure 4. Fewer respondents would feel comfortable reporting the behavior to someone on campus (23%), pointing to a sign about the rule (23%), or handing someone written information (13%). Interestingly, 40 percent of survey respondents indicated that they would not feel comfortable doing any of the listed activities to enforce the no smoking rule. As shown in Figure 5, this could be because most respondents believed that campus police (86%) or faculty/staff (73%) should enforce the no smoking rule, while only 47 percent felt that students should bear this responsibility. Written comments indicate that some respondents believed "everyone" or "those bothered" should enforce the no smoking policy. While others felt the policy should not be enforced at all.

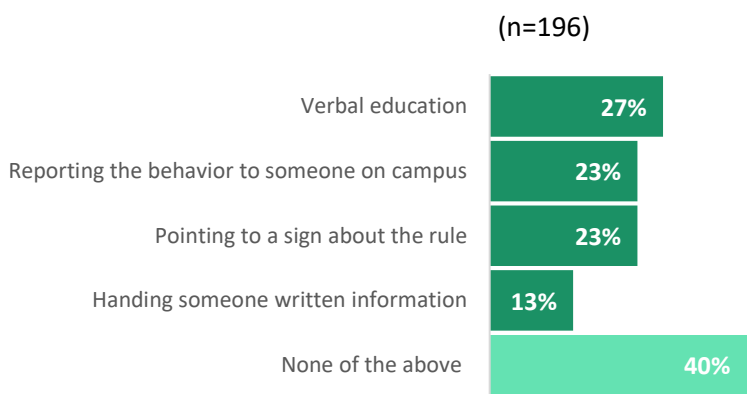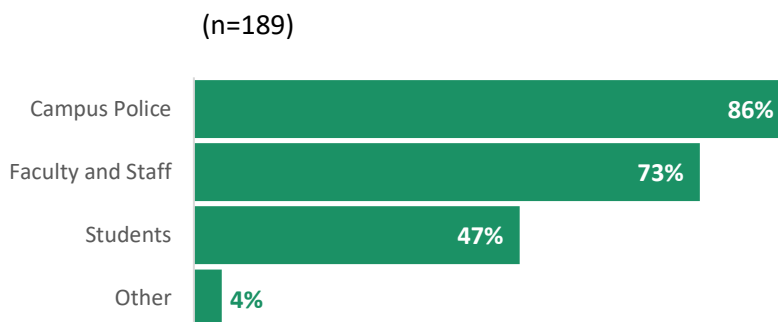**Figure 4 – What do you feel comfortable doing to enforce no smoking rules?**
(n=196)

Category	Percent
Verbal education	27%
Reporting the behavior to someone on campus	23%
Pointing to a sign about the rule	23%
Handing someone written information	13%
None of the above	40%

Figure 5 – Who should enforce no smoking policies?
(n=189)

Category	Percent
Campus Police	86%
Faculty and Staff	73%
Students	47%
Other	4%

Conclusion

Results of the Campus Opinion Poll provide insight into how American River College (ARC) is implementing and enforcing no smoking policies on campus. Regarding the awareness of current policies, most (82%) of survey respondents believed that the current smoking policy is "no smoking or tobacco use anywhere on campus," which indicates that the campus community is aware of the rules. Respondents were also largely in agreement regarding who should enforce the no smoking rule, with 86 percent reporting that campus police should be responsible and 73 percent reporting faculty and staff should be responsible. In contrast, there was a lack of consensus for strengthening enforcement activities, with 44 percent of respondents supporting stronger enforcement measures and 38 percent opposing stronger enforcement. In terms of compliance with the no smoking rule, 37 percent of respondents reported smelling smoke on campus,

indicating that there is still room for improvement regarding compliance and enforcement of the no smoking rule. Breathe staff can use these survey results to continue to support ARC in their implementation and enforcement of the no smoking rule, with a particular focus on enforcement and compliance to establish a smoke-free campus environment.

1-E-1: Collection of Outcome Data
Campus Observations at Trade and Vocational Training Schools

Background Work with Trade and Vocational Training Schools

After a period of staff turnover, the current Project Director at Breathe California Sacramento Region (BCSR) began the position in August 2018. The PD came into limited available knowledge and records on the history of the project, and initial learning about the project indicated that smoke-free campus policies had been successfully implemented at the Los Rios District Community Colleges, but that the objective of the project also called for creating smoke-free policies at local Trade, Vocational and Technical (TVT) campuses. In an effort to jump into productive work the PD began activities to reach out to the TVT campuses in Sacramento County.

Preparation work to perform outreach to the TVT schools in Sacramento County first involved identifying TVT schools and going through a process of elimination as to which schools could even benefit from a smoke-free campus policy. Schools without their own outdoor property to which a smoke-free campus policy could apply were eliminated from consideration. This process of elimination left nine Sacramento County TVT campuses had outdoor space where a smoke-free campus policy could be applied. None of these nine campuses were 100% smoke-free, according to the student handbooks that were reviewed and observational data that BCSR staff collected at these nine locations, which is described below.

There were several barriers to developing connections with the campuses, including that their availability of contact information was limited online, and their campuses often consisted of single buildings, many of which didn't allow public access. Further, it appeared that some of the TVT campuses did not have staff positions designated to student services to take on the interest, let alone adoption and implementation, of smoke-free policies. Even still, BCSR developed educational packets, made in person packet drops, and made multiple requests for meetings with staff at each of the nine campuses based on contact information requested while making packet drops. Ultimately, none of the nine TVT campuses with outdoor space to which a smoke-free campus policy could apply were willing to learn more about smoke-free campus policies, with some of the schools even responding to BCSR to state that they were not interested in going smoke-free because their students had no interest.

Methodology

The evaluator partnered with Breathe to develop an observation form specifically for college and trade and vocational training (TVT) campuses to document: 1) the number and location of individuals smoking, 2) the type of products smoked, 3) the presence and type of smoking policy signage, and 4) the presence of tobacco litter.

On November 8th, 2018, Breathe staff collected nine (9) surveys from TVT campuses in the Sacramento area. Although Breathe has not partnered with these schools to adopt a smoke-free campus policy, the Breathe program manager used this data collection activity to gain rapport with TVT administrative staff and to have a better understanding of the presence of smokers, tobacco litter, and smoking-related signage on campuses. Observational methodology was generally consistent across TVT campuses since all observations occurred on the same day and were all roughly 20-minute observations. However, the

weather at five (5) campuses was described as "windy and cold" whereas four (4) campuses that were observed later in the day were described as "warm and windy."

Key Findings

Smoking on Campus

Overall, three (33%) campuses had smokers at the time of observation. However, only one in five (20%) campuses with cold weather had smokers on campus while half (50%) of campuses with warm weather had smokers on campus, indicating that the cold weather may have deterred some people from smoking at the time of the observation. All the smokers observed smoked in parking lots and smoked cigarettes.

Smoking Signage on Campus

Campus observations revealed that slightly less than half (44%) of campuses had no-smoking signs. Regarding location, most (75%) signs were located near building entrances while one sign was located towards the back of the campus. Forms of smoking signage included a laminated paper, a metal sign, a decal on entrance doors, and signs around the columns at the entrance of the building.

Ashtrays and Tobacco Litter

Over half (56%) of TVT campuses had ashtrays. Additionally, tobacco litter was observed at most (67%) campuses with an average of 7.4 pieces of litter observed per campus. However, the presence of tobacco litter differed when observing campuses with and without ashtrays and campuses with and without no-smoking signage. Regarding ashtrays and tobacco litter, while litter was observed at 60 percent of campuses with ashtrays, litter was observed at 75 percent of campuses without ashtrays. Similarly, only half (50%) of campuses with no-smoking signs had tobacco litter while most (80%) schools without no-smoking signs had tobacco litter at the time of the observation. While the small sample size should be considered when assessing these differences, preliminary results may help inform strategies to enforce smoke-free policies. Results for the presence of tobacco litter are displayed in Figures 1 and 2 on the following page.

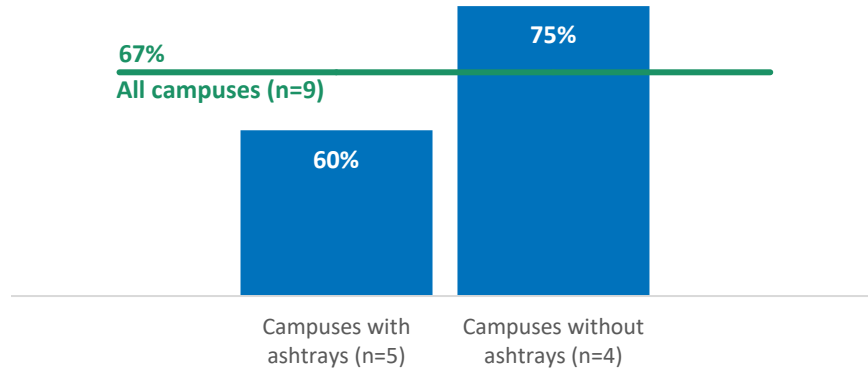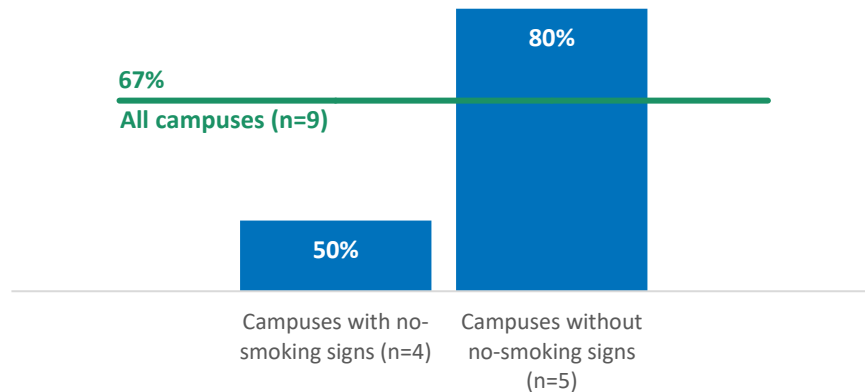**Figure 1 – Tobacco Litter Observed by Presence of Ashtrays**

67%
All campuses (n=9)

75%

60%

Campuses with
ashtrays (n=5)

Campuses without
ashtrays (n=4)

Figure 2 – Tobacco Litter Observed by Presence of No-Smoking Signs

67%
All campuses (n=9)

80%

50%

Campuses with no-
smoking signs (n=4)

Campuses without
no-smoking signs
(n=5)

Conclusion

Overall, campus observations provide insight regarding the presence of smoking, tobacco litter, and smoking-related signage at trade and vocational training schools in the Sacramento region. Results highlight substantial levels of smoking and tobacco littering, given that Breathe staff observed people smoking at some (33%) campuses and tobacco litter at most (67%) campuses. Observations also indicate that the presence of litter may be influenced by the presence of ashtrays and no-smoking signs, given the lower percentage of tobacco litter observed in areas with ashtrays and no-smoking signs. Based on these observations, Breathe staff should consider the presence of ashtrays and no-smoking signs to deter smoking and tobacco litter if Breathe partners with TVT campuses in the future.

Appendix C – Intervention Materials

Los Rios District Community Colleges Communications Update Meeting Checklist for Individual Campus Public Information Officers

Existing Communication Channel	Currently in Place	Unsure	Not in Place	Not in Place But Will Be Added
At least one yearly email to staff/faculty members				
At least one yearly email to students				
Signage on campus				
- Parking lots/garages				
- Perimeter (entrances)				
- Central (popular areas of campus, main buildings, etc.)				
New student tours/orientations				
On website				
Availability of quit kits at various resource centers advertised				

Proposed Communication Channels	Interested/Support	Not Interested/Do Not Support
Printed on parking tickets		
Decal on parking pay stations		

Name of School: _____

Date of meeting to review this checklist: _____ /_____ /_____

Name of PIO:_____   **Signature:**_____

Name of Breathe Staff:_____   **Signature:**_____

Back of the postcard:

Front of the postcard:

Picture of the postcard at ARC: