

An Exploratory Online Survey of Support for Trinity Becoming a Tobacco Free Campus

Background

From 26 April – 1 May Trinity College Dublin conducted an online survey to explore the College community’s support for Trinity becoming a tobacco free campus. A tobacco free campus is one that supports people who don’t smoke by prohibiting smoking indoors and outdoors on college campuses.

Methodology

An online survey was emailed to all students and staff. A paper version of the survey was given to the managers of all non-email based staff to give to their staff. A copy of the survey is included. The results of the online survey are shown below. They answer the following research questions:

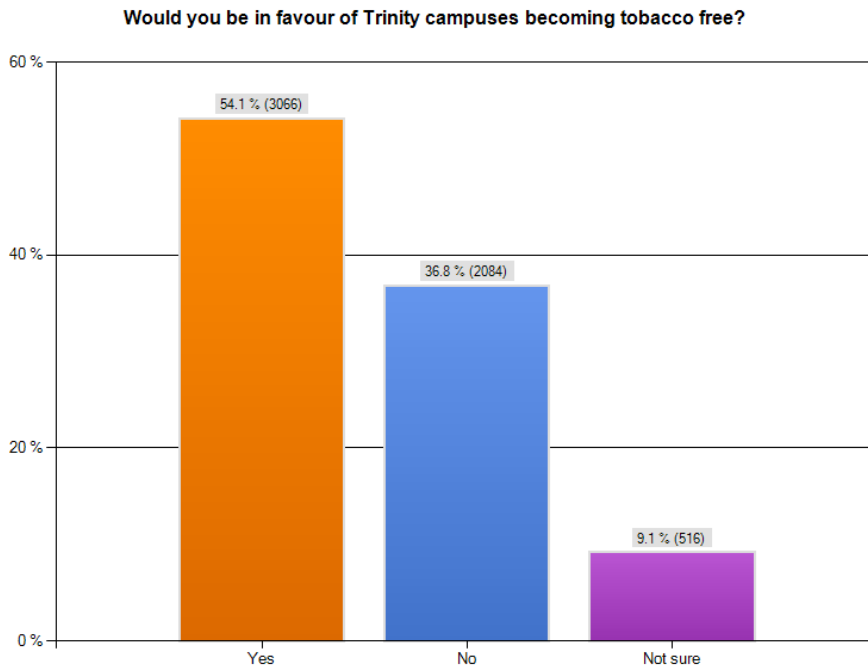
1. What was the response rate to the survey?
2. What support is there for Trinity becoming tobacco free?
3. How do the following factors influence support for Trinity becoming tobacco free?
 - a. College status: undergraduate, post graduate, staff
 - b. Age
 - c. Smoking status
4. How difficult do smokers feel it would be to comply with a tobacco free campus policy?
5. How many smokers are interested in stopping smoking?
6. For undergraduates, post-graduates and staff, how did smoking status affect support for becoming tobacco free?

Results

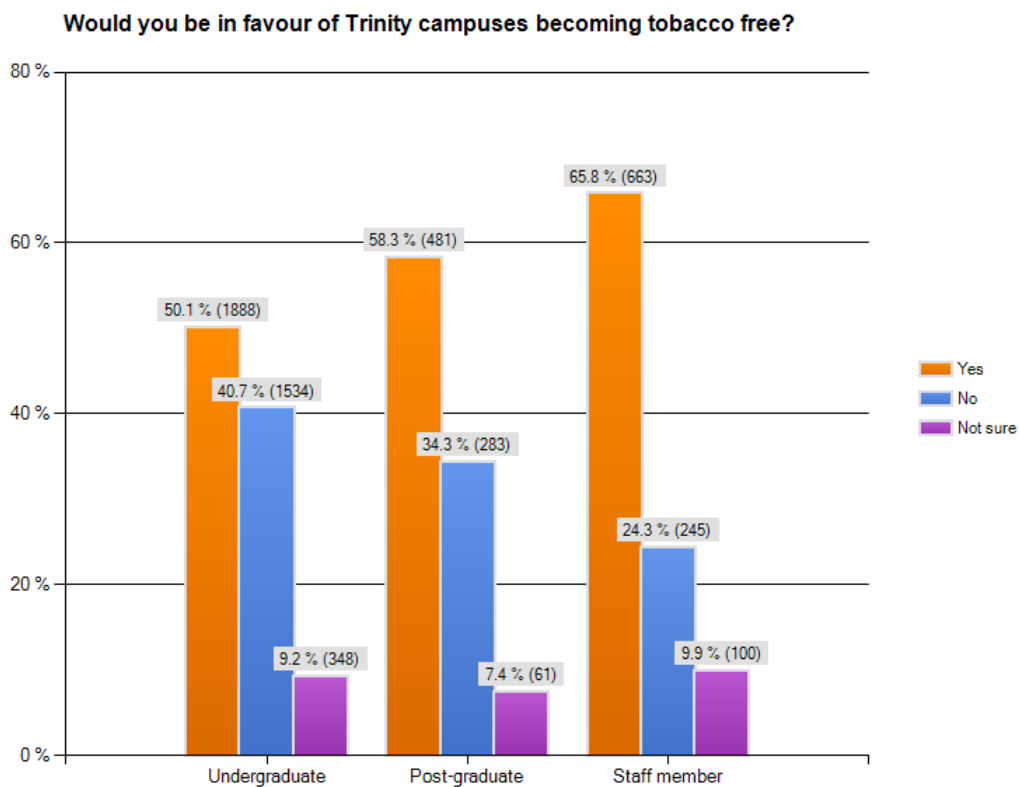
1. What was the response rate to the survey

Classification	Number respondents	Potential respondents	Response Rate
Entire college community	5,681	19,869	29%
Under-grads	3,775	12,069	31%
Post-grads	826	4,371	19%
Staff	1,012	3,429	30%
Other	53		n/a

2. What support is there for Trinity becoming a tobacco free campus?

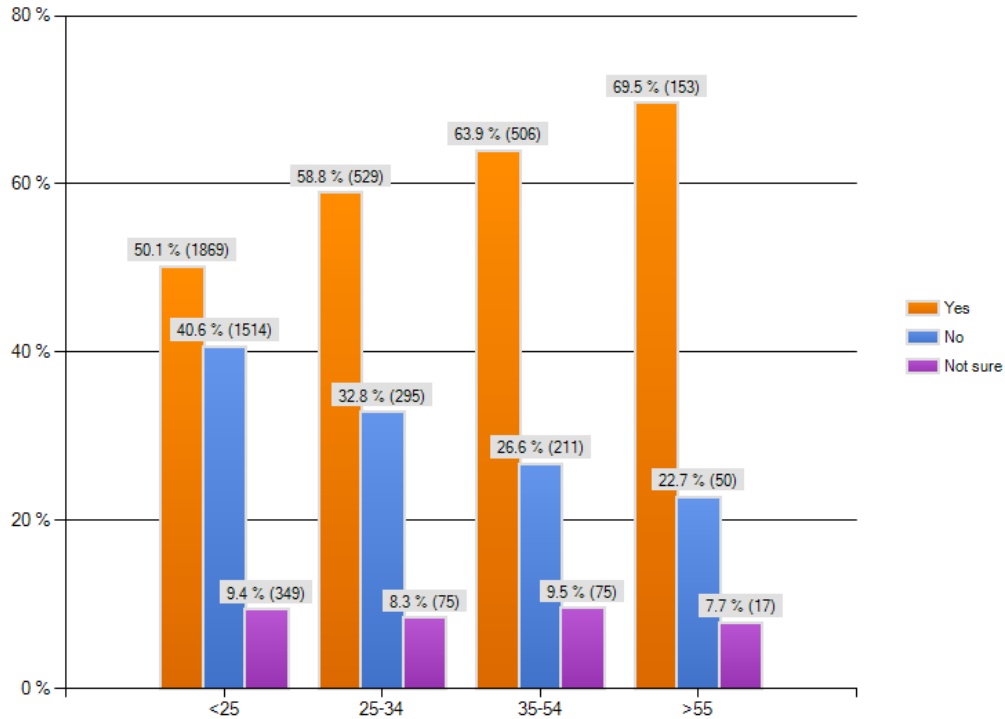


3. How do the following factors influence support for Trinity becoming tobacco free?
a. Undergraduate, post graduate, staff



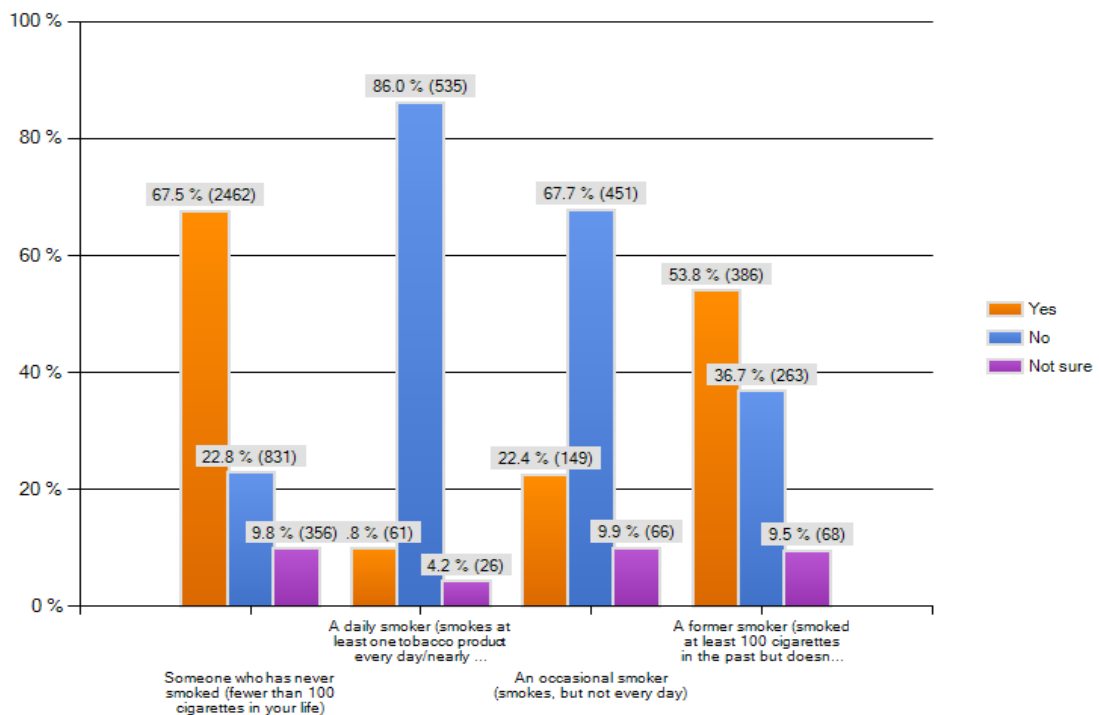
b. Age

Would you be in favour of Trinity campuses becoming tobacco free?

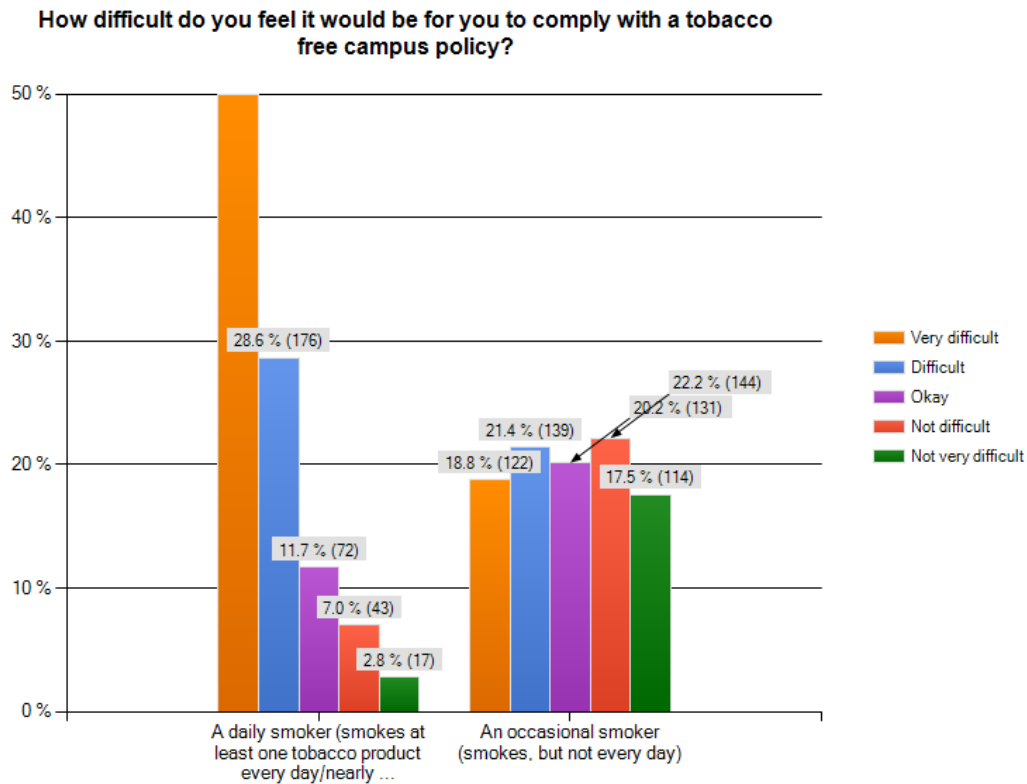


c. Smoking status

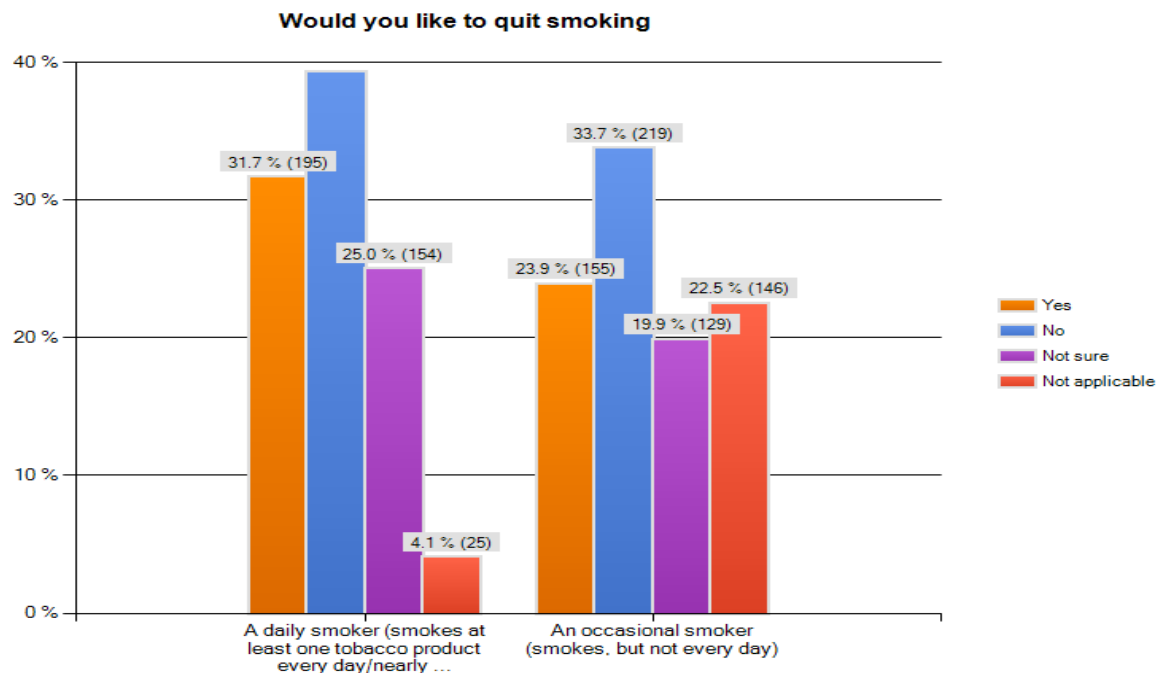
Would you be in favour of Trinity campuses becoming tobacco free?



4. How difficult do smokers feel it would be to comply with a tobacco free campus policy?

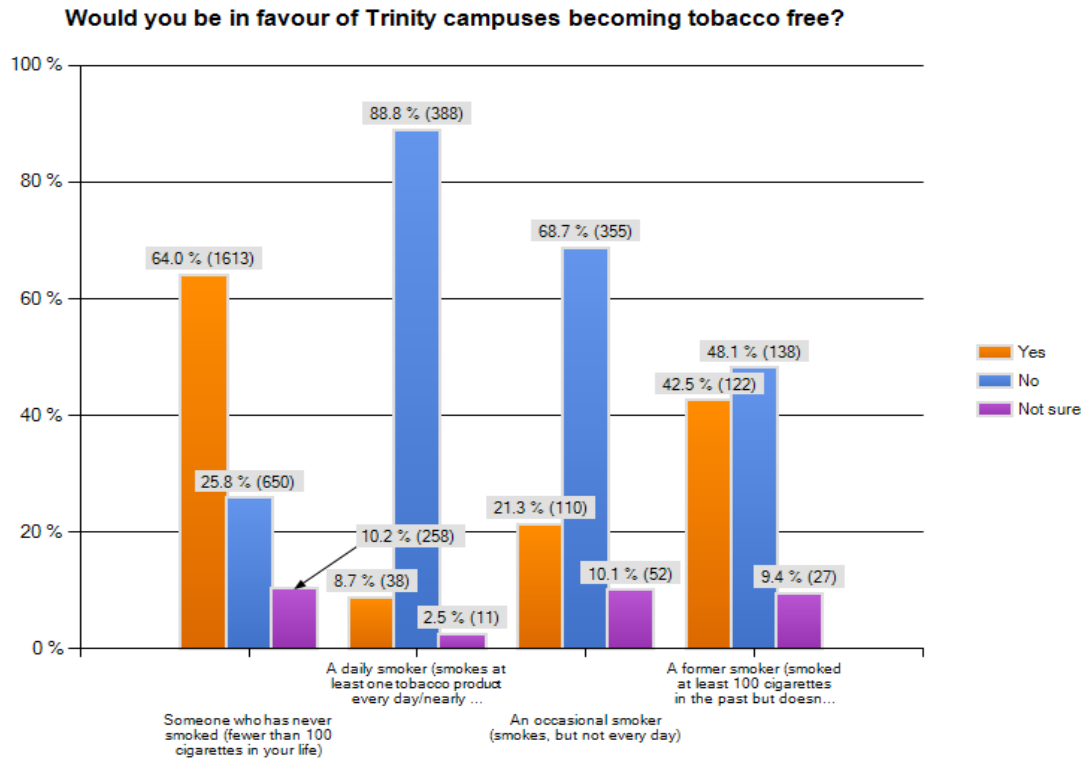


5. How many smokers are interested in stopping smoking

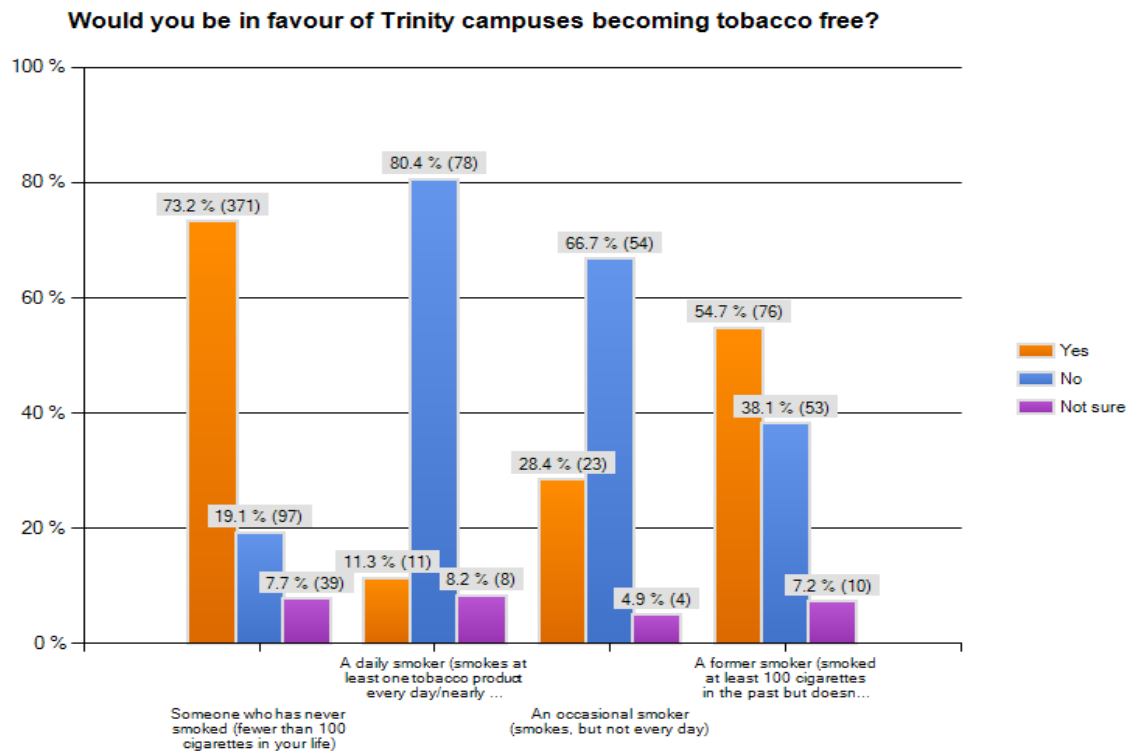


6. For undergraduates, post-graduates and staff, how did smoking status affect support for becoming tobacco free?

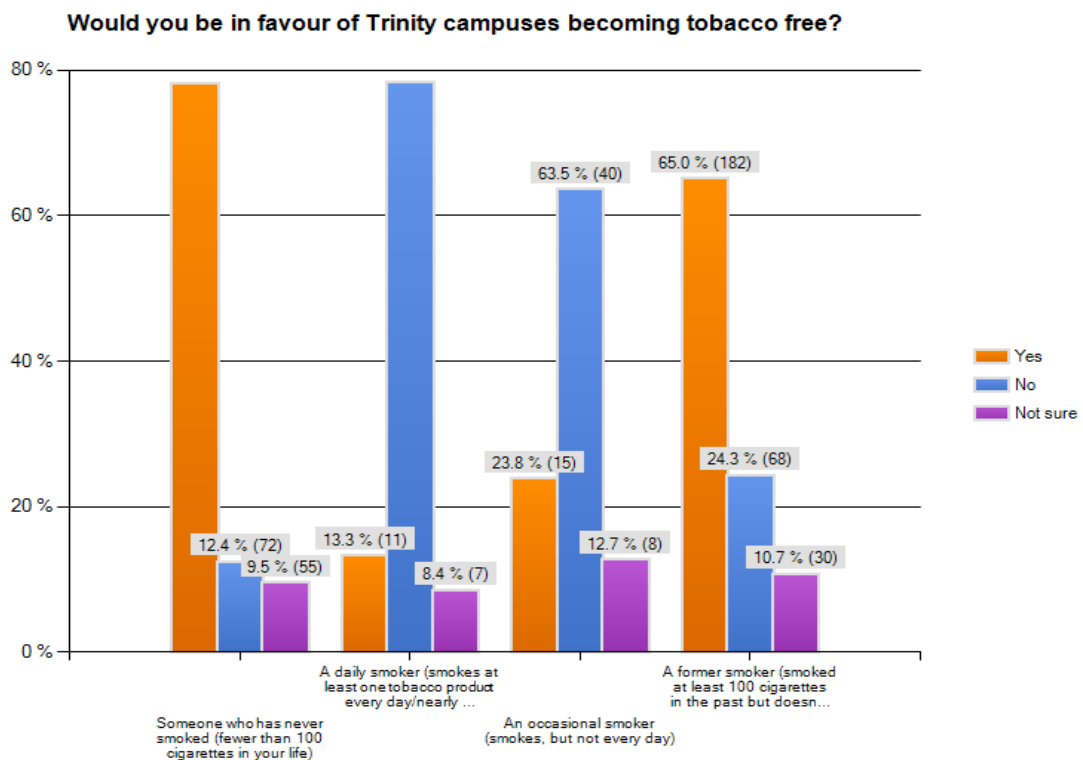
Undergraduate support for Trinity becoming tobacco free versus smoking status



Post-graduate support for Trinity becoming tobacco free versus smoking status



Staff support for Trinity becoming tobacco free versus smoking status



Discussion

Interest in Trinity becoming tobacco free

At 29%, the survey response rate was very high for an online survey. Furthermore, on the day the survey was sent, University Times published an article on the survey on Facebook and a Facebook poll about making Trinity tobacco free. In total, the two posts received over 100 comments and over 150 likes. The Tobacco Free Trinity committee also received 14 emails in response to the survey.

Support

While the majority of the Trinity community do support the idea of a tobacco free campus, there is a large minority who do not. If Trinity was to become tobacco free, efforts will be required to persuade, in particular, younger people and smokers of the merits of Trinity becoming tobacco free.

Conclusions and recommendations

Even at baseline, with no information campaign or discussion, there was majority support for Trinity becoming tobacco free and the College community is very engaged by the idea of a tobacco free campus. Should Trinity proceed with becoming tobacco free, strategies to encourage younger people and smokers to dis-engage with smoking would be required.

Should Trinity Campuses Become Tobacco Free?

Trinity is exploring the idea of making all Trinity campuses tobacco free. That means, no smoking indoors or outdoors on campus. At present, no such policy exists and the implementation of such a policy has not been discussed in detail. This questionnaire aims to find out if College students and staff are in favour of the idea of a tobacco free campus. More information is available at www.tcd.ie/collegehealth/promotion/smoking/

1. Would you be in favour of Trinity campuses becoming tobacco free?

- Yes
 No
 Not sure

2. Are you: Undergraduate Post graduate Staff member Other please specify _____

3. What age are you? <25 25-34 35-54 >55

4. Are you:

- Someone who has never smoked - fewer than 100 cigarettes in your life (go to Q. 7)
- A daily smoker - smokes at least one tobacco product every day/nearly every day (go to Q.5)
- An occasional smoker - smokes, but not every day (go to Q.5)
- A former smoker - smoked at least 100 cigarettes in the past but doesn't now (go to Q. 7)

5. If you are a daily or occasional smoker, how difficult do you feel it would be for you to comply with a tobacco free campus policy?

- Very difficult
 Difficult
 Okay
 Not difficult
 Not very difficult

6. If you are a daily or occasional smoker, would you like to quit smoking

- Yes
 No
 Not sure
 Not applicable

7. Do you think Trinity should continue to support* people to stop smoking?

- Yes
 No
 Not sure

*For more information on support available to stop smoking please visit <http://www.tcd.ie/collegehealth/promotion/smoking/> Thanks for completing this survey. Please return it to your line manager who will make sure it's included in the results of the survey.