



Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

A Tobacco Free Zones Education Campaign

Implemented in response to Board Minute: BD/17-18/084 Action: 084.3 which stated the Tobacco Policy Group are to “Proceed with an awareness/education campaign on the benefits of not smoking”

Dr. David McGrath/Ms. Martina Mullin

Director of the College Health Centre and Chair of the Tobacco Policy Group/Health Promotion Officer

Date 27/06/18

Background

- **Responding to Trinity's Strategic Plan mission to (0.2) Promote Student Life through (A2.4) Student-led Activity, the Tobacco Free Zones Education campaigns encouraged positive participation by students both in organising and attending events.**
- **Through the campaigns, Trinity contributed to the Healthy Ireland Tobacco Free Ireland (Department of Health, 2013) aim for Ireland to become a tobacco free society by 2025.**

Campaigns delivered Jan-April 2018:

1. Campaign to highlight cigarette butt litter: #ButtVase
2. Healthy Library initiative: Take a healthy break not a cigarette one
3. Piñata event to encourage compliance with the tobacco policy
4. Education campaign to highlight why Trinity has Tobacco Free Zones
5. Healthy Behaviours Art Competition

Note: All campaigns were supported by ongoing group and one to one support to stop smoking.



1. #ButtVase campaign

Aim: To highlight cigarette butts as litter

- Launched during Green Week. Open Feb-Mar 2018
- Disseminated via:
face to face interactions at Arts Café Tables,
campus information screens,
facebook, twitter, instagram
and College Health website
- >9000 engagements on social media
- Positive interactions with no complaints

#ButtVase wants to take you to the Ball!

Guess the number of butts in this vase. We gathered them outside the Hamilton in 8 h.

A butt takes 25 years to decompose.

TO ENTER, GO TO:



@TrinityHealthPromotion



@HealthyTrinityDublin

tcd.ie/collegehealth/
promotion/smoking/

For support
to stop
smoking
email:

Health.Promotion
@tcd.ie



1. #ButtVase campaign

A student participating in the campaign



Healthy Trinity

Page Liked - February 19 · 🌐

Ahmed El Bastawisy bringing his A game... set square out to measure #ButtVase ...



Tag Photo



Add Location



Edit



Like



Comment



Share



Like



Write a comment...



2. Healthy Library Initiative

Aim: To provide an alternative to cigarette breaks at the library

- 20th - 23rd March 2018
- Free come and try sessions
- In the Berkeley basement training room:
DU Yoga Society, DU Meditation Society, College Health Mindfulness, staff yoga facilitator
- In New Square, Fellows Square or on the cricket pitch:
Ultimate Frisbee Club, DU Soccer Clubs, DU Table Tennis club, DU Volleyball Club, Dublin Draiochta Dragons Quiditch
- >12,000 engagement on social media
- Total attendance ~200

A promotional poster for the 'Healthy Library' initiative. The top half has a solid yellow background with the title 'Healthy Library' in bold black text. Below the title is a photograph of a modern library interior with wooden bookshelves and a red carpet. Overlaid on the photo are three yellow text boxes: 'Yoga, Mindfulness, Meditation in BLU', 'Table Tennis, Soccer, Volleyball beside the BLU', and 'Board Games in Berkeley, Hamilton, John Stearne'. The bottom section of the poster is solid yellow and contains the text 'Make the most of your breaks. See tcd.ie/collegehealthweek/'. At the very bottom are three social media icons and handles: Facebook @TrinityHealthPromotion, Instagram @HealthyTrinityDublin, and Twitter @TCDHealthP.

Healthy Library

Yoga, Mindfulness, Meditation in BLU

Table Tennis, Soccer, Volleyball beside the BLU

Board Games in Berkeley, Hamilton, John Stearne

Make the most of your breaks. See tcd.ie/collegehealthweek/

 @TrinityHealthPromotion  @HealthyTrinityDublin  @TCDHealthP

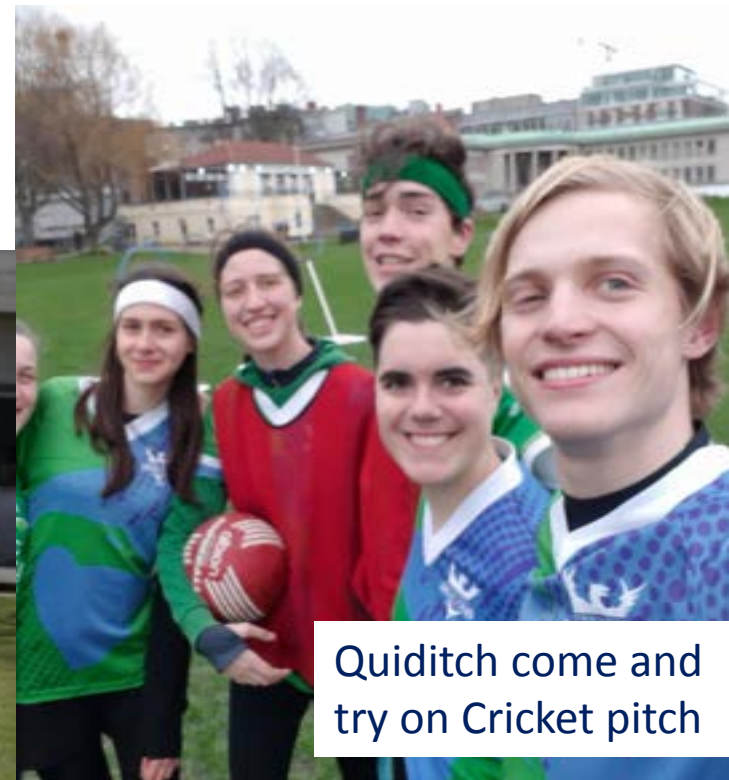
2. Healthy Library Initiative

Images of participation in the initiative

Ultimate Frisbee on
Fellows' Square



Quiditch come and
try on Cricket pitch



DU Yoga Soc in Berkeley
basement training room



DU Table Tennis on
Fellows' Square



3. Piñata Initiative

Aim: To encourage compliance to the Tobacco Policy

- 20th March 2018
- >2500 engagement on social media
- Total attendance ~100

Piñata Punch : Win a Trinity Ball Ticket



Tuesday 20th March, 1.30pm Fellows' Square
De-stress by bashing a cigarette shaped piñata. One TBall ticket & condoms galore inside.

 @TrinityHealthPromotion  @HealthyTrinityDublin  @TCDHealthP

3. Piñata Initiative

The student who struck the winning blow



4. Campaign: Why Tobacco Free Zones?

Aim: To remind students and staff why Trinity has tobacco free zones

- Ongoing since July 2016
- Disseminated via:
Campus information screens,
Facebook, Twitter, Instagram
- >10,000 engagements



4. Campaign: Why Tobacco Free Zones?

Examples of Education Campaign on why Trinity has Tobacco Free Zones



Planning to Quit Smoking Next Year?

Most 20 year olds are 40 before they quit. Tobacco Free Zones help

More info and quit support here:
<http://www.tcd.ie/collegehealth/promotion/smoking/>

Trinity
smoke free



5. Health Behaviours Art Campaign

Aim: To encourage student engagement in the Tobacco Policy group's activities

- Disseminated via:
Campus information screens,
Facebook, Twitter, Instagram
- Promoted with Visual Arts
Society
- >1500 engagements on social
media
- 6 entries



Are you creative?
Do you want to win a
Trinity Ball ticket
AND see your work all
over campus?

Enter the Healthy Trinity:
Healthy Messages Competition

For more details:
<http://www.tcd.ie/collegehealth/promotion/smoking/>

 TrinityHealthPromotion

 @healthytrinitydublin

5. Health Behaviours Art Campaign

Student submissions



Conclusions

- **The campaigns achieved positive participation by students both in organising and attending events.**
- **In 2019, the Tobacco Policy Committee aims to encourage further student participation by engaging with the Trinity Education Project so that students can implement future campaigns and capture evidence on their effectiveness as part of their Capstone research project.**
- **Tobacco Free Zones in Trinity appear to be working but the current evidence on tobacco policies on university campuses suggests that comprehensive tobacco control policies are more effective in reducing smoking than partial policies like Tobacco Free Zones**



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Thank You