

## Trinity College Dublin

Board Meeting 12<sup>th</sup> December 2018

## Document for consideration under Section A

## Confidentiality status:

Board members only: \_\_\_\_\_ Confidential College circulation only:   X   Unrestricted: \_\_\_\_\_

Title:	A Proposal for a Tobacco Free Campus with Three Designated Smoking Areas
Author:	Dr. David McGrath, Director, College Health Service and Chair of the Trinity Tobacco Policy Committee
Date of Document:	12 <sup>th</sup> December 2018
Purpose:	To propose Trinity becoming a tobacco free campus and to outline the reasons for it being proposed.
Link to Strategic Plan (if relevant)	Strategic Plan theme 'Student Services, Tutorship and Registry' A2.3 'Promote student health awareness'
Previous consultation /consideration:	<p>May 2013: The Trinity Board "approved the initiation of a project to assess the acceptability and feasibility of becoming a tobacco-free college" (BD/12-13/288)</p> <p>April 2014: A proposal was presented to the Executive Officers' Group</p> <p>Mar 2016: The Board approved the proposal for Tobacco Free Zones as circulated. (BD/15-16/205)</p> <p>Dec 2017:</p> <p>Board stated "Students Unions are to conduct a poll of students" on restricting smoking in Trinity beyond tobacco free zones. (BD/17-18/084 Action 084.2)</p> <p>Board stated The Tobacco Policy Group are to "Proceed with an awareness/education campaign on the benefits of not smoking" (BD/17-18/084 Action: 084.3)</p>
Action required of Board:	<p>Four documents are submitted. The actions required for each are as follows:</p> <ol style="list-style-type: none"> <li>1. Note the results of the student poll</li> <li>2. Note the education/awareness campaign</li> <li>3. Consider approval of the Proposal for a Tobacco Free Campus that is supported by a positive campaign to highlight the benefits of limiting tobacco use and includes three designated smoking areas</li> <li>4. Note the continued and improved reduction in frequency of observed smoking in the tobacco free zones.</li> </ol>



**Trinity College Dublin  
The University of Dublin**

**MEMORANDUM**

To Board

From Dr. David McGrath, Director College Health Service and Chair of the Tobacco Policy Committee

Date 12<sup>th</sup> December 2018

Reference

- 
- A Trinity College Dublin Students Union plebiscite on tobacco policy in Trinity;
  - Evidence of an education/awareness campaign on the benefits of not smoking;
  - A proposal to amend Trinity's tobacco policy;
  - An impact evaluation of two years of Trinity's tobacco free zones.
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In response to Board Minute BD/17-18/084 Action 084.2, TCD SU submits the results of a plebiscite of students in which 71% (n=1021) agree with Tobacco Free Trinity. In response to Action 084.3 I submit on behalf of the Trinity Tobacco Policy Committee, details of an awareness/education campaign on the benefits of not smoking.

In light of both, on behalf of the Tobacco Policy Committee and with the support of the SU and GSU, I submit for your consideration a proposal to amend Trinity's Tobacco Policy. It proposes to continue the positive campaign to highlight the benefits of limiting tobacco use focused on reduced litter and fresh air for all, to remove tobacco use from the entire campus with three exceptions and to change the remit of Smoke Free Ambassadors to Healthy Trinity Ambassadors, as part of the Healthy Trinity initiative.

This proposal follows a campaign that engaged students, staff, sports clubs and societies in highlighting the benefits of limiting smoking while successfully introducing tobacco free zones. This has effected an 83% reduction in frequency of observed smoking in the zones and 100% compliance when those smoking in the Zones were politely informed of the Policy.

In 2017, cigarette butts accounted for over half of all litter in Ireland<sup>1</sup>. They are a single use plastic and a form of non-biodegradable litter<sup>2</sup> that is a scourge on our campus. For example, on a Friday in November 2017, Estates and Facilities collected 198 butts in 8 hours outside the Hamilton on behalf of our Committee.

The attached proposal would result in a clean campus and fresh air for all. On behalf of the Trinity Tobacco Policy Committee, I ask Board to consider it.

Dr. David McGrath

Director of College Health Service

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<sup>1</sup> Department of Communications, Climate Action and Environment (2018) *The National Litter Pollution Monitoring System Results 2017*. Downloaded on 25<sup>th</sup> October 2018 from <https://www.dccae.gov.ie/en-ie/news-and-media/publications/Documents/29/National%20Litter%20Pollution%20Monitoring%20System%20Results%20Report%202017.pdf>

<sup>2</sup> Novotney, T.E., Lum, K., Smith, E., Wang, V., Barnes, R. (2009) Cigarette butts and the case for an environmental policy on hazardous cigarette waste. *Int. J. Env. Res. Public Health*. Doi: [10.3390/ijerph6051691](https://doi.org/10.3390/ijerph6051691)



## Trinity College Dublin Students Union Plebiscite on Supporting Tobacco Free Trinity

### Background

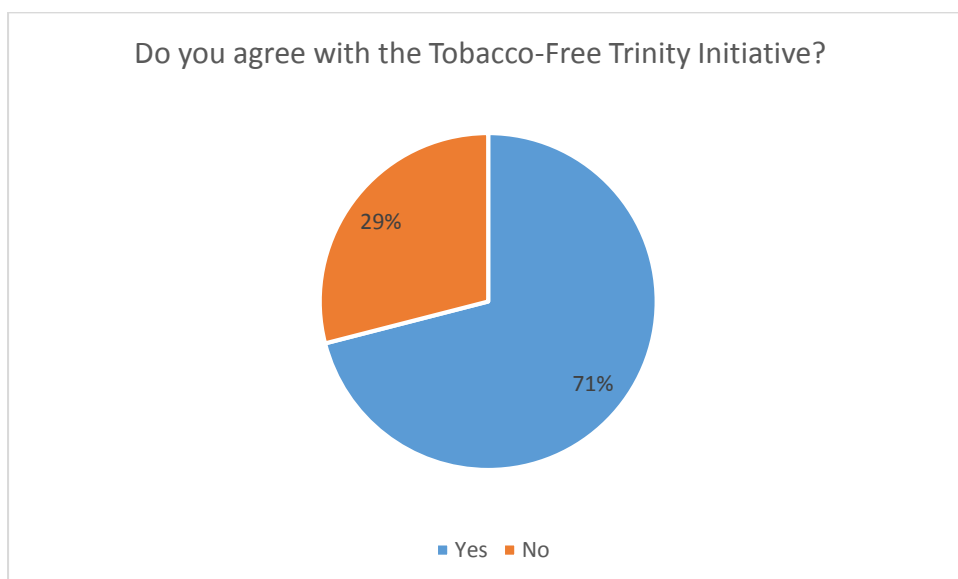
Board Minute: BD/17-18/084 Action 084.2 stated “Students Unions are to conduct a poll of students on this item”. From 17<sup>th</sup>-21<sup>st</sup> September 2018, TCD SU conducted a plebiscite of students during Class Representative Elections to assess:

Do you agree with the Tobacco-Free Trinity Initiative?

### Results

The total valid poll was 1447.

Response	Number	Percentage
Yes	1021	71%
No	426	29%





# 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 12/12/18

## 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.**



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# 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/](http://tcd.ie/collegehealth/promotion/smoking/)

For support  
to stop  
smoking  
email:

[Health.Promotion@tcd.ie](mailto:Health.Promotion@tcd.ie)



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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 



Write a comment...



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## 2. Healthy Library Initiative

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

- 20<sup>th</sup> - 23<sup>rd</sup> 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 Quidditch
- >12,000 engagement on social media
- Total attendance ~200

### Healthy Library



Make the most of your breaks. See [tod.ie/collegehealthweek/](http://tod.ie/collegehealthweek/)



@TrinityHealthPromotion



@HealthyTrinityDublin



@TCDHealthP

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## 2. Healthy Library Initiative

Images of participation in the initiative



Ultimate Frisbee on Fellows' Square



Quidditch come and try on Cricket pitch



DU Yoga Soc in Berkeley basement training room



DU Table Tennis on Fellows' Square

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### 3. Piñata Initiative

Aim: To encourage compliance to the Tobacco Policy

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

#### Piñata Punch : Win a Trinity Ball Ticket



Tuesday 20<sup>th</sup> March, 1.30pm Fellows' Square

De-stress by bashing a cigarette shaped piñata. One TBall ticket & condoms galore inside.



@TrinityHealthPromotion



@HealthyTrinityDublin



@TCDHealthP

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### 3. Piñata Initiative

The student who struck the winning blow



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## 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



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## 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



Healthy Trinity  
Published by Martina Mullin (1) January 25 - 6)  
Tobacco free zones help people who want to quit



teachmean.ie  
20% of participants quit smoking after Trinity's free course

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# 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



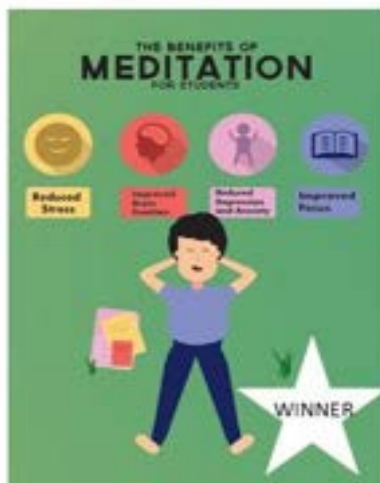
@healthytrinitydublin



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## 5. Health Behaviours Art Campaign

Student submissions



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# 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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The University of Dublin

## Thank You



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Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

A Proposal for a Tobacco Free Campus with Three Designated  
Smoking Areas

and

An Impact Evaluation of Two Years of Trinity's Tobacco Free Zones



Report Submitted by Trinity Tobacco Policy Group – A Committee of the Trinity Safety  
Committee

12<sup>th</sup> December 2018



**Trinity College Dublin**

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

## A Proposal for Extended Tobacco Free Zones with Three Smoking Areas in Trinity College Dublin, the University of Dublin

### Summary

Following approval by Board in March 2016, a sub-committee of the College Safety Committee (Trinity Tobacco Policy Committee) created Tobacco Free Zones on Trinity's main campus in partnership with the Students Union and Graduate Students Union. A report on the zones is presented in the accompanying document.

The Committee now recommends a) the continuation of a positive campaign to highlight the benefits of limiting tobacco use focused on reduced litter and fresh air for all b) that Trinity become a tobacco free campus with three designated smoking areas and c) that the remit of the Smoke Free Ambassadors be changed to that of Healthy Trinity Ambassadors, as part of the Healthy Trinity initiative.

### Background: Exploring the Acceptability & Feasibility of Trinity becoming Tobacco Free

The exploration and initial steps towards Trinity becoming tobacco free have progressed as outlined in Figure 1. At all stages, the approach of the Committee has been to encourage debate, engagement and the achievement of consensus. The format of the debate has been guided by recommendations made in the national Healthy Ireland Framework<sup>3</sup> and the American Center for Tobacco Control<sup>4</sup>.

While an online survey at the end of the Tobacco Free Trinity consultation in March 2014 indicated that a large majority of staff and graduate students were in favour of a tobacco free campus, 41% of undergraduate students were not in favour<sup>5</sup> (summarised in Figure 1) and an SU organised ballot in February 2014 showed 53% of undergraduate students not in favour. Consequently three compromise proposals were discussed with students and proposal 3, with the introduction of Tobacco Free Zones, was approved by Board in March 2016.

Tobacco Free Zones were introduced in July 2016 (see map in Appendix 1) and the frequency of observed smoking was monitored over the following two years (see accompanying report). There was an 83% reduction in frequency of observed smoking in the Zones and in the second year, 100% complied with the policy, compared to 94% in the first year. Smoking in Fellows' Square in 2017/2018 was reduced compared to the previous academic year, in particular after the implementation of an intensive education campaign in that area, but there were more visitors smoking in Fellows' Square in summer 2017 than 2016.

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<sup>3</sup> Department of Health (2013) *Healthy Ireland: A Framework for Improved Health and Well-Being 2013-2025* downloaded on 7/1/2016 from <http://health.gov.ie/wp-content/uploads/2014/03/HealthyIrelandBrochureWA2.pdf>

<sup>4</sup> National Center for Tobacco Policy (2014) *Ten years of tobacco free campus policy*. Downloaded on 7/1/2016 from <http://www.nystobaccofreecolleges.org/wp-content/uploads/2014/04/Ten-Years-of-Tobacco-Free-Campus-Policy-2.pdf>

<sup>5</sup> Tobacco Policy Group (2014) Tobacco Free Trinity Consultation. Downloaded on 8<sup>th</sup> May 2017 <http://www.tcd.ie/collegehealth/assets/documents/Smoking/TFT%20Consultation%20Report%20Final.pdf>

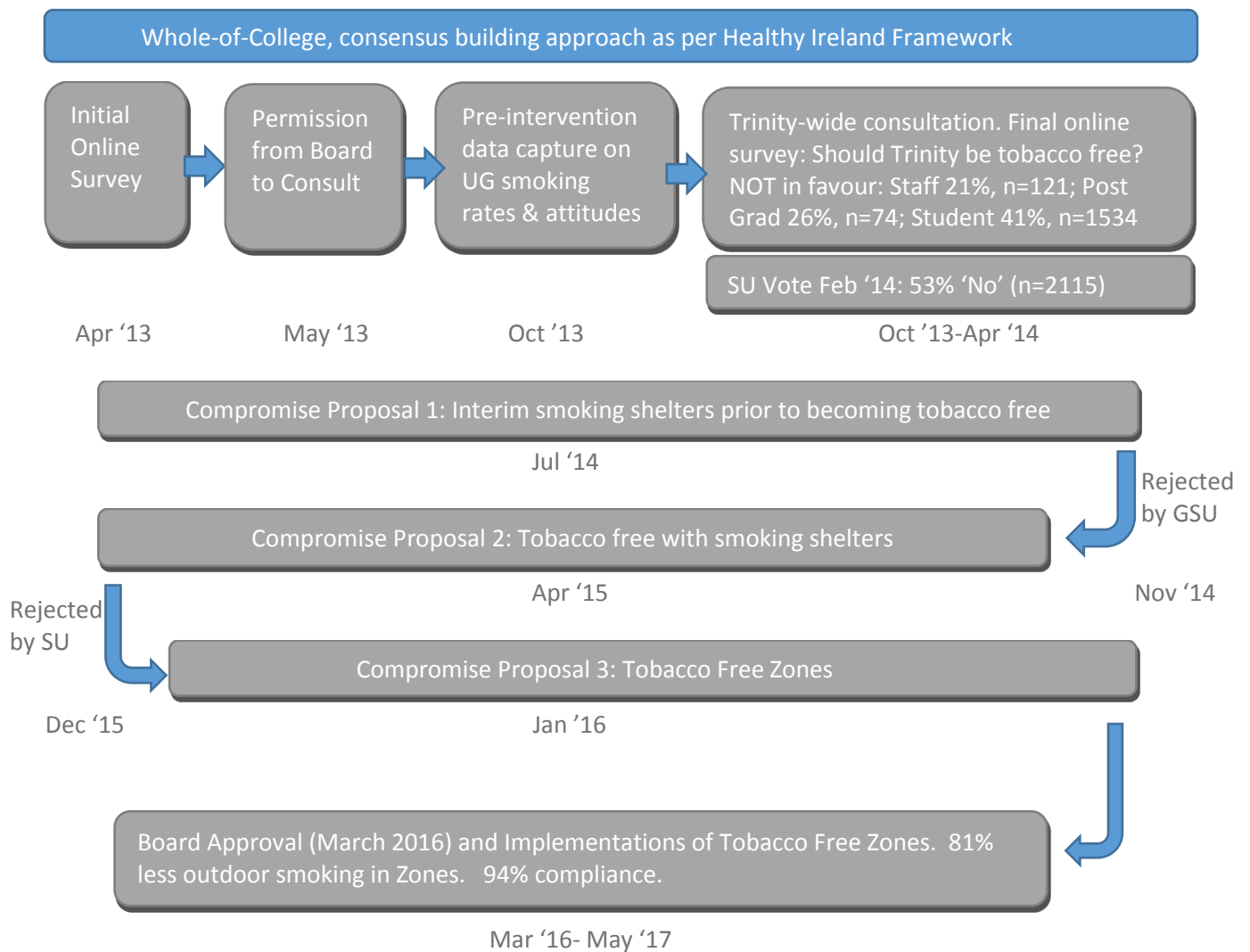


Figure 1: Overview of the timeline and process of exploring the acceptability and feasibility of Trinity becoming tobacco free

### How Should Trinity Further Restrict Smoking on Campus?

The Committee debated at length if Tobacco Free Zones should be extended or if Trinity should become a tobacco free campus. The debate is outlined below. As a means of addressing issues raised during the Tobacco Free Trinity Consultation and to address the concerns of a minority of the Trinity community, the Committee recommends that on the 6<sup>th</sup> March 2019, which is Ash Wednesday and National No Smoking Day, Trinity become a tobacco free campus with three designated smoking areas as indicated in figure 2.

#### Advantages of becoming tobacco free with three designated smoking areas

- **Build on the positive effects of Tobacco Free Zones:** The Committee has shown that Tobacco Free Zones are effective at reducing frequency of observed outdoor smoking in the Zones by 83%.
- **Remove smoking from entrances and windows:** During the Tobacco Free Zones initiative, the majority of complaints received about Trinity's Tobacco Policy requested increased smoking restrictions in particular, outside their building. Extended zones with designated smoking areas would remove smoking from beside almost all buildings.

- **Facilitate the wishes of those who object to a Tobacco Free Campus:** In the April 2014 survey<sup>6</sup> 21% of staff and 26% of graduate students opposed the introduction of a tobacco free campus. In a September 2018 SU plebiscite, 29% of students opposed it. Extended zones with designated smoking areas would address the concerns of those who oppose Trinity becoming tobacco free such as: the safety of residents and people using the 24 hour reading room who smoke at night; stopping people gathering at entrances; facilitating smoking near the Pavilions.
- **Obtain the benefits of a tobacco free campus:** Tobacco free university campuses in the US (over 1,700 campuses<sup>7</sup>) have been shown to reduce smoking rates, decrease exposure to second-hand smoking and increase attempts to quit smoking<sup>8</sup>.
- **Reduce litter on campus:** During 8 hours on Friday 17<sup>th</sup> November 2017, Estates & Facilities gathered 198 cigarette butts from outside the Hamilton.
- **Smoking rates are low:** Only 7% of Trinity undergraduates smoke daily and 12% smoke occasionally<sup>9</sup>.
- **Be part of the movement towards tobacco free campuses:** The Department of Health and Children's policy document entitled Tobacco Free Ireland<sup>10</sup> aims to "Promote tobacco free campuses for all third-level institutions". A number of Irish third level institutions have become or are moving towards tobacco free campuses e.g. UCD<sup>11</sup> prohibited smoking in the built up areas of campus in September 2016, UL became completely tobacco free in June 2018<sup>12</sup>, NUI Galway<sup>13</sup> introduced smoke free zones in January 2016. Athlone Institute of Technology<sup>14</sup> has implemented a completely tobacco free campus without designated smoking areas.

What are the disadvantages of becoming tobacco free with designated smoking areas?

- **Ambiguity diminishes effectiveness:** Policies that designate smoking areas are less effective. They are associated with maintaining higher rates of smoking compared with fully smoke-free or tobacco-free policies and the highest rates of recent smoking<sup>15</sup>.
- **Many want a completely tobacco free campus:** 30% (n=516) of the follow up online survey respondents stated they would prefer a completely tobacco free campus without designated smoking areas. Indeed, when the Committee requested permission from Board to implement

<sup>6</sup> Tobacco Policy Group (2014) Tobacco Free Trinity Consultation. Downloaded on 8<sup>th</sup> May 2017

<http://www.tcd.ie/collegehealth/assets/documents/Smoking/TFT%20Consultation%20Report%20Final.pdf>

<sup>7</sup> Tobacco Free College Campus Initiative (2017) List of Smoke-Free Campuses downloaded on 29<sup>th</sup> Sept 2017 from <http://tobaccofreecampus.org/list-of-smokefree-campuses/>

<sup>8</sup> Bennett, B.L., Deiner, M., Pokhrel, P. (2017) College anti-smoking policies and student smoking behavior: a review of the literature. *Tobacco Induced Diseases* downloaded on 30<sup>th</sup> April 2017 from <https://tobaccoinduceddiseases.biomedcentral.com/articles/10.1186/s12971-017-0117-z>

<sup>9</sup> McKee G, Barry J, Mullin M, Allwright S and Hayes C. (2017) Predictors of Daily and Occasional Smoking and Quitting in Irish University Students, *Health*, 9, 435 - 450

<sup>10</sup> Department of Health and Children (2013) *Tobacco Free Ireland*. Downloaded on 30<sup>th</sup> April 2017 from <http://health.gov.ie/wp-content/uploads/2014/03/TobaccoFreeIreland.pdf>

<sup>11</sup> University College Dublin (2016) Smoke-free campus policy. Downloaded on 30<sup>th</sup> April 2017 from [https://www.ucd.ie/students/documents/Smoke\\_free\\_campus\\_policy.pdf](https://www.ucd.ie/students/documents/Smoke_free_campus_policy.pdf)

<sup>12</sup> <http://trinitynews.ie/the-university-of-limerick-will-be-a-tobacco-free-campus-from-this-friday/>

<sup>13</sup> National University of Ireland, Galway (2016) *Smoke Free Zones Website*. Accessed on 30<sup>th</sup> April 2017 from <https://www.nuigalway.ie/smokefree>

<sup>14</sup> Athlone Institute of Technology (2015) *Press release: AIT Goes Completely Tobacco-free*. Accessed on 30<sup>th</sup> April 2017 from <https://www.ait.ie/news-and-events/news/ait-goes-completely-tobacco-free>

<sup>15</sup> Lochbihler, S.L., Miller, D.A. and Etcheverry, P.E. (2013) Extending Animal Models to Explore Social Rewards Associated With Designated Smoking Areas on College Campuses. *Journal of American College Health*. Vol. 62,3

the Tobacco Free Zones Initiative, a number of Board members expressed disappointment that a tobacco-free campus was not being proposed<sup>16</sup>.

#### Where would the designated smoking areas be?

The Committee, in collaboration with Estates and Facilities, has identified the designated smoking areas numbered 1-3 below as potential locations for designated smoking areas. There are photographs of the proposed smoking area sites in Appendix 2.

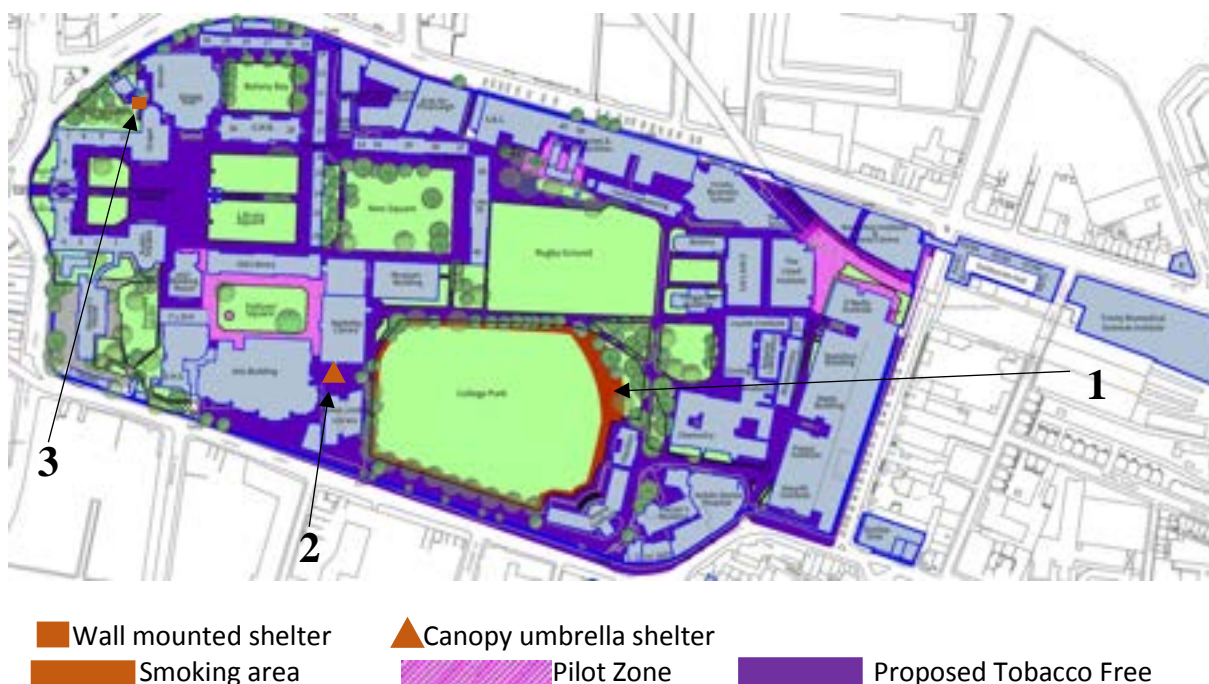


Figure 2: Proposed tobacco free campus shown in purple. Designated smoking areas 1-3 in brown.

#### How would the sites of the designated smoking area locations be finalised?

The designated smoking area sites were chosen based on the recommendations of the Tobacco Free Trinity consultation and in collaboration with Estates and Facilities and the Head of Safety. To finalise the locations, the Committee would encourage members of the Trinity community as well as the Graduate Students Union and Students Union to participate in deciding the locations before the areas were created.

To address concerns raised during sub-group meetings of the consultation, the Committee would continue to work with the Catering Department and the Head of Central Events in Trinity's Commercial Revenue Unit to discuss the locations of the designated smoking areas that would be used during banquets, conferences and events.

#### How Would the Designated Smoking Areas Be Maintained?

Use of the areas would be monitored and reviewed by the Tobacco Policy Committee and those within College who would like to participate. The Committee will again investigate installing a more traditional smoking shelter in designated smoking area 2 than the canopy umbrella.

<sup>16</sup> Trinity College Dublin (2016) *Minutes of Board Meeting of 23 March 2016* BD/15-16/205 Proposal for Tobacco Free Zones downloaded on 18<sup>th</sup> Oct 2017 from [https://www.tcd.ie/committeepapers/board/download/UniversityBoard\\_minutes\\_20160323.pdf](https://www.tcd.ie/committeepapers/board/download/UniversityBoard_minutes_20160323.pdf)

### How would the Committee Ensure Compliance to Trinity's Tobacco Policy?

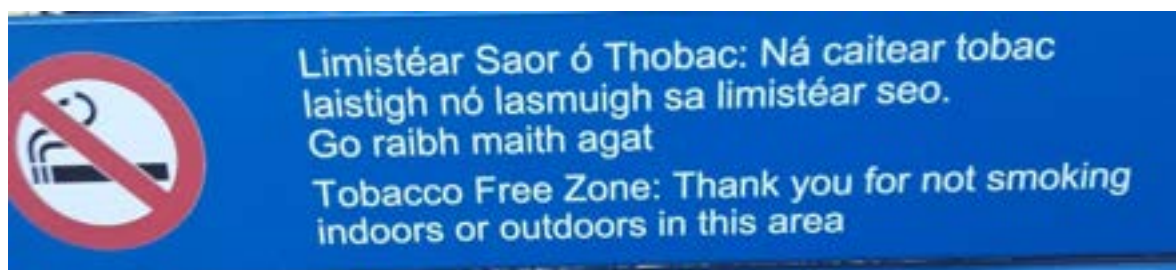
Trinity would continue to use the University of Kentucky's<sup>17</sup> Tell, Treat, Train method to remind the Trinity community of the Policy.

#### Tell:

There would be ongoing engagement of students and staff in positive online and on-campus campaigns highlighting the reasons for and benefits of a tobacco free policy. The Tobacco Free Trinity consultation recommended that tobacco initiatives be incorporated into "a broader health promotion initiative that incorporates healthy eating, physical activity, mental health, sexual health etc."<sup>18</sup> In response, the Healthy Trinity initiative<sup>19</sup> was established in 2014. Tobacco campaigns would form part of the broader Healthy Trinity initiative as per the examples in the Tobacco Free Zones education campaigns in the attached document.

Signs throughout campus would highlight the policy. In areas where smokers might gather e.g. on benches, on fences around the rugby pitch, extra signs will be installed. The tone of the signs would be positive like the ones below which were used during the Tobacco Free Zones pilot.

Thank you for considering others and not  
smoking in Trinity's Tobacco Free Zones.



#### Treat:

All communications would direct those interested to College Health's on-campus smoking cessation supports.

#### Train:

Student ambassadors would be trained in respectfully reminding people of the policy and paid to do ad hoc spot checks throughout the year. They would be trained as Healthy Trinity Ambassadors who as part of the Healthy Trinity initiative could refer students to health promotion resources e.g. Healthy Trinity initiatives, Student Learning and Development, Sport, Student Counselling, College Health, S-2-S etc. Each ambassador circuit would incorporate the entire campus and so would be 60

<sup>17</sup> Ickes MJ, Rayens MK, Wiggins AT, Hahn EJ. A tobacco-free campus ambassador program and policy compliance. J Am Coll Health. 2015; 63 (2):126-33.

<sup>18</sup> Tobacco Policy Committee (2014) Tobacco Free Trinity Consultation Document 2013-2014. Downloaded on 25<sup>th</sup> September 2018 from

<https://www.tcd.ie/collegehealth/assets/documents/Smoking/TFT%20Consultation%20Report%20Final.pdf>

<sup>19</sup> <https://www.tcd.ie/collegehealth/promotion/>

minutes in duration compared to previous circuits which were 30 minutes. Student ambassadors would never approach people drinking alcohol.

### How would the Committee Monitor the Effect of the Policy?

The Committee would continue to meet 2-3 times per annum to review ambassador data on smoking on campus and resolve issues with the Policy. Monthly data on the number of people smoking at entrances and the use of designated smoking areas will be collected and reviewed. The Committee may bring forward further proposed amendments to the policy.

### Does this Policy Include E-Cigarettes?

E-cigarettes are not part of this policy. Their use outdoors is permitted because there is not sufficient evidence that they are harmful and they are recommended as a quitting aid by Public Health England<sup>20</sup>. Their use indoors is prohibited<sup>21</sup>.

### How will this Policy be Reviewed?

This policy will be reviewed one year after implementation. Ongoing reporting on the Policy will be through the Safety Committee. Ongoing reporting of the Healthy Trinity initiative will be through the Student Life Committee.

### Timeframe and structure in the event of new policy implementation

Key Dates	Action
Nov 2018	Obtain Board Approval
Nov 2018- Mar 2019	Maintain Tobacco Free Zones
Ongoing	Stop smoking courses on campus (minimum 2 per annum)
Ongoing	One to one stop smoking counselling available on campus
Ongoing	Ambassadors recording data and reminding people of the policy. Data reviewed 2-3 times throughout the year.
Dec 2018	Press release and College-wide email on the findings of the Tobacco Free Zones report and new policy approved by Board
Dec 2018	Create student and staff Committee that will work with a Communications professional to design digital media and poster content to promote the policy. Committee has already engaged a group of Enactus students and a social marketing platform (onestopcloser.to) to create a campaign on cigarette litter.
Dec 2018-Mar 2019	Communication campaign stating why and when the new policy is being introduced. Adhere to the three key messages: consideration for others, clean campus and healthy campus. Communications to include at least one video on why the policy is changing and a number of posters and pictures to be disseminated via social media and on-campus information screens
Dec 2018-Mar 2019	Further engagement with stakeholders on campus to finalise locations of designated smoking areas
Dec 2018-Mar 2019	Investigate installing alternative smoking shelter on Kinsella podium
Dec 2018-Mar 2019	Update HR, Communications, Orientation, Housekeeping and Campus Maintenance to clarify why the policy is important and to ensure their work supports it.

<sup>20</sup> McNeill A, Brose LS, Calder R, Bauld L, Robson D. (2018) *Evidence review of e-cigarettes and heated tobacco products*. A report commissioned by Public Health England. PHE.

<sup>21</sup> Board minute BD/14-15/167: "The Board noted and approved the minutes of the meeting of 17 October 2014 and the University of Dublin Policy on Smoking, which now extends to e-cigarettes."

Jan-Mar 2019	Graphic design of signs and installation of designated smoking areas
Feb 2019	Train Smoke Free Ambassadors as Healthy Trinity Ambassadors who as part of the Healthy Trinity initiative can refer students to health promotion resources e.g. Student Learning and Development, Sport, Student Counselling, College Health, S-2-S etc.
Feb 2019	Green Week Event: Focus on cigarette butts as a single use plastic
6 <sup>th</sup> Mar 2019	Launch Trinity's new Tobacco Policy on Ash Wednesday, National No Smoking Day.
Mar 2019	Health Week Event: Healthy Library initiative to encourage healthy breaks not cigarette ones
Ongoing	Ambassadors recording data and requesting compliance for 2-8 hours per week depending on term time. Compliance reviewed 2-3 times throughout the year.
Ongoing	Online and on-campus communications campaign asking people to respect the Policy and emphasising why it is important.
Oct 2019	Event at Fellow's Square and Hamilton Concourse to promote policy.
Nov 2019	Repeat baseline survey on smoking attitudes and prevalence
Feb 2019	Green Week Event
Mar 2019	Health Week Event
April 2019	Report to Safety and Student Life Committees.

## Budget

Budget costs from Dec 2018-Apr 2019

Description	Unit price	Quantity	Total ex VAT Cost €
Graphic design for three types of signs	1200	1	1,200
Manufacture and install/update signs			10,455
Wall mounted smoking shelter	2000	1	2,000
Light for wall mounted smoking shelter	500	1	500
Landscaping area around smoking area 3	7000	1	7,000
Bus shelter style smoking shelter for Kinsella Podium	4000	1	4,000
Events, prizes and merchandise to support student engagement	2000	1	2,000
Launch and publicity	500	1	500
Professional training	150	1	150
Student ambassadors walking campus*	9.25	388	3,706
Student ambassador merchandise	500	1	500
Social event for ambassadors	100	2	200
Create orientation video	500	1	500
Create graphics for website	400	1	400
Support to quit - increased nurse hours	30	20	600
Moveable signage	500	2	1,000
Follow up survey data entry and prize	1200	1	1,200
Total			35,911

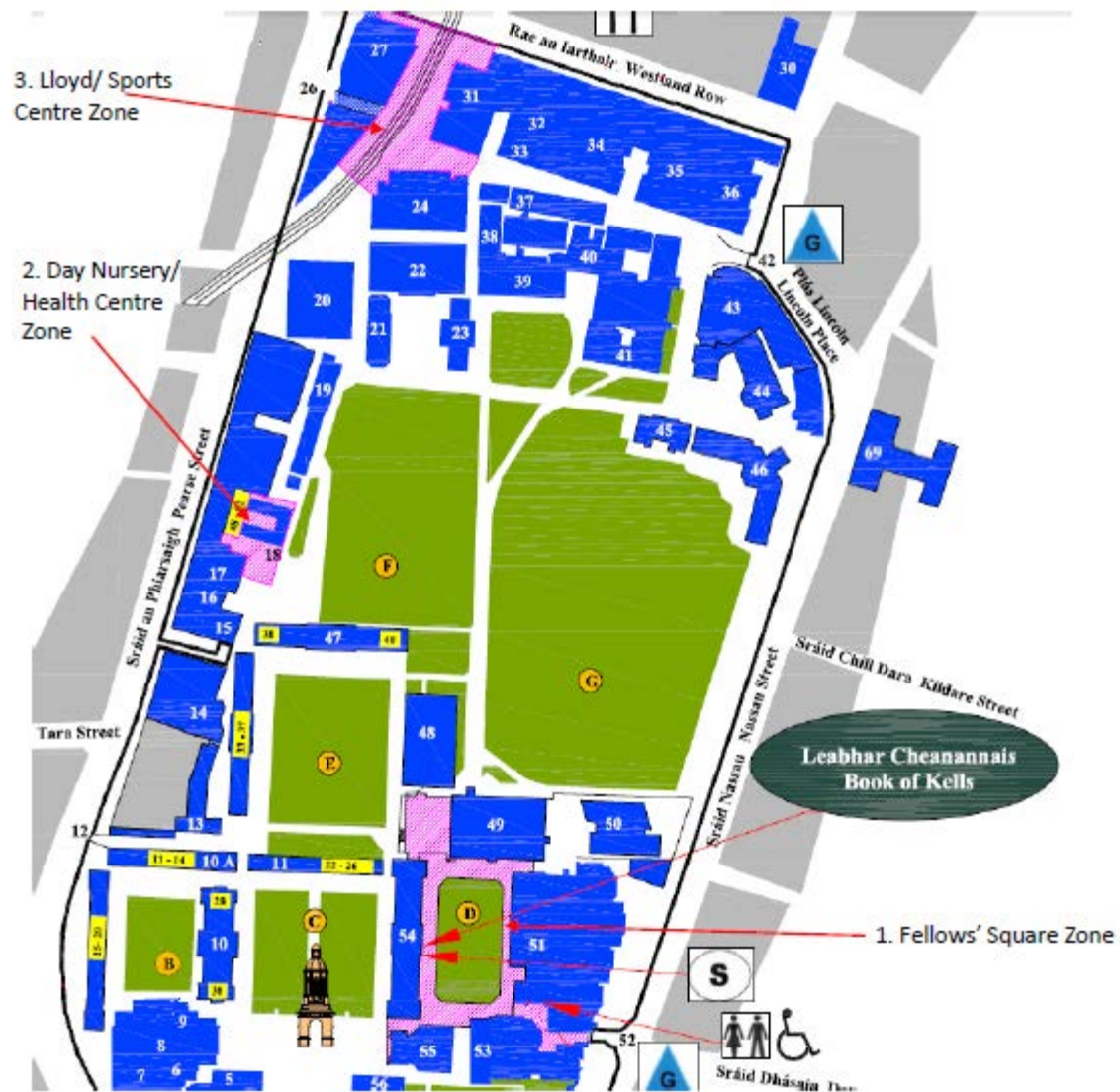
\*Cost of student ambassadors walking campus was calculated as follows

Cost per hour	9.55
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Hours before new Policy implemented (ambassadors will do 8 30-minute checks per week i.e. 4 hours per week for approx. 22 weeks): 88 hours Hours after new Policy is implemented (ambassadors checks will be 1 hour in duration. During term there will be 8 checks per week including data capture and recording, out of term, ambassadors will do 2 checks per week. The average checks per week therefore is 6 hours per week for approx. 50 weeks): 300 hours	388
Total	€3,706

## Appendix 1



### Map of the Tobacco Free Zones Implemented in July 2016



Tobacco Free Zones are marked in pink.

## Appendix 2

### Proposed Designated Smoking Areas

ID	Description and Reason for Location	Photo of suggested site
1	Outside the Pavilions to the perimeter of the cricket pitch.	
2	On the Kinsella podium opposite the 24 hour reading room. Convenient for Arts Building Café and BLU	

3	<p>Wall mounted Convenient for staff in the Catering Building and Dining Hall</p>	 <p>The image block contains three photographs showing an outdoor courtyard area. The top-left photo shows a gravel path leading towards a building with a wooden door. The top-right photo shows a similar view from a slightly different angle. The bottom photo shows a wider view of the courtyard, including a metal railing in the foreground and a building with a wooden door and a small awning in the background.</p>
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# A Quantitative Analysis of the Effect of Tobacco Free Zones over Two Years

## Summary

Tobacco Free Zones were introduced on Trinity's main campus in July 2016 (see map in figure 1). Over the following two years, Smoke Free Ambassadors visited the Zones a number of times each week recording the frequency of observed smoking in each Zone and requesting compliance to the Policy when necessary. The data were analysed in MS Excel and compared to baseline and across the two years of the Zone being created. In 2017/2018 observed smoking in the Zones was 83% lower than baseline. This was a 2% improvement on the previous year. In 2017/2018 compliance when smokers were asked to move was 100%, an improvement from 94% the previous year. Smoking in Fellows' Square in 2017/2018 was reduced compared to the previous academic year, in particular after the implementation of an intensive education campaign in that area, but there were more visitors smoking in Fellows' Square in summer 2017 than 2016. This report recommends implementing as comprehensive a tobacco restricting policy as possible, encouraging compliance through positive, cross-campus communications and on-campus ambassadors and focusing on visitors as well as the Trinity community.

## Background

Tobacco Free Zones were introduced on Trinity's main campus in July 2016 (see map in figure 1). In 2017, Trinity's Tobacco Policy Committee published a report on the effectiveness of and compliance with the Tobacco Free Zones policy(1). It found an 81% decrease in frequency of observed smoking and refusal to comply of 6% (n=26) when smokers were asked to move. The findings of the report are consistent with the very limited studies available which show that policies that restrict smoking on college campuses have been shown to significantly reduce smoking and exposure to second hand smoke (2). More comprehensive policies and those that incorporate prevention and cessation programmes produce better results.

Adherence to tobacco free campus policies remains a challenge(3). One study in the US (4) that implemented a staff-led ambassador programme at campus hotspots observed continued smoking of 35% despite their intervention (n=1.93 persons per visit post-intervention compared to baseline of 5.47). Lee et al (5) counted the number of cigarette butts at 67 main building entrances on 19 community college campuses and found butts on every campus. Harris et al (6) found that efforts to increase compliance with a smoking ban within 25 feet of buildings resulted in the proportion of smokers who always complied increasing from 33% during baseline to 74% during intervention.

Trinity is one of few third level institutions that is systematically measuring compliance despite a number of authors stating the importance of doing so (4), (7), (6). A review that surveyed each of the 100% tobacco-free campuses in the US to assess their policies, procedures and practices (8) reported that enforcement is often the responsibility of all campus members. A case study from the University of Kentucky of a three pronged (tell-treat-train) strategy to institute a culture of policy compliance suggested however, that this approach is unlikely to be effective (9). For example, student smokers who were surveyed about their attitudes to a policy restricting smoking on a Canadian campus (10) were initially willing to comply with it but seeing others disregard it without consequence altered their attitude and subsequent compliance. Trinity's direct observation of smokers is a valid measure of compliance (11) used in a number of studies (4), (10), (12), (3), (9), (13), (11), (6). Other measures include self-reported smoking behaviour (14), (15), second hand smoke exposure (15), intention to smoke (15), quantities of cigarette butts on campus (4), (12), (3), (13), (11), (5), rates of sign-up to smoking cessation services (9) and attitudes to tobacco-free policies (16), (10), (14), (17), (15). Trinity's tobacco policy group has already published a baseline

study on smoking amongst Trinity undergraduates (18), is in the process of publishing the 2016/2017 report on compliance and plans to repeat the baseline study in 2018/2019.

At the request of the Trinity Board, From January to May 2018, the Tobacco Policy Committee implemented a campaign to encourage policy compliance. The campaigns were focused on Fellows' Square because the 2016/2017 report on Tobacco Free Zones found the highest frequency of observed smoking and non-compliance there. Work included:

1. Campaign to highlight cigarette butt litter: #ButtVase
2. Healthy Library initiative encouraging people to 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

Full details of the campaigns are available [here](#).

This report presents a subset of the data in the 2016/2017 report and compares compliance with the policy between baseline, 2016/2017 and 2017/2018. It aims to answer the following questions:

1. Was there a reduction in the frequency of observed smoking in the Zones?
2. Did those who were smoking comply when asked to leave a Zone?

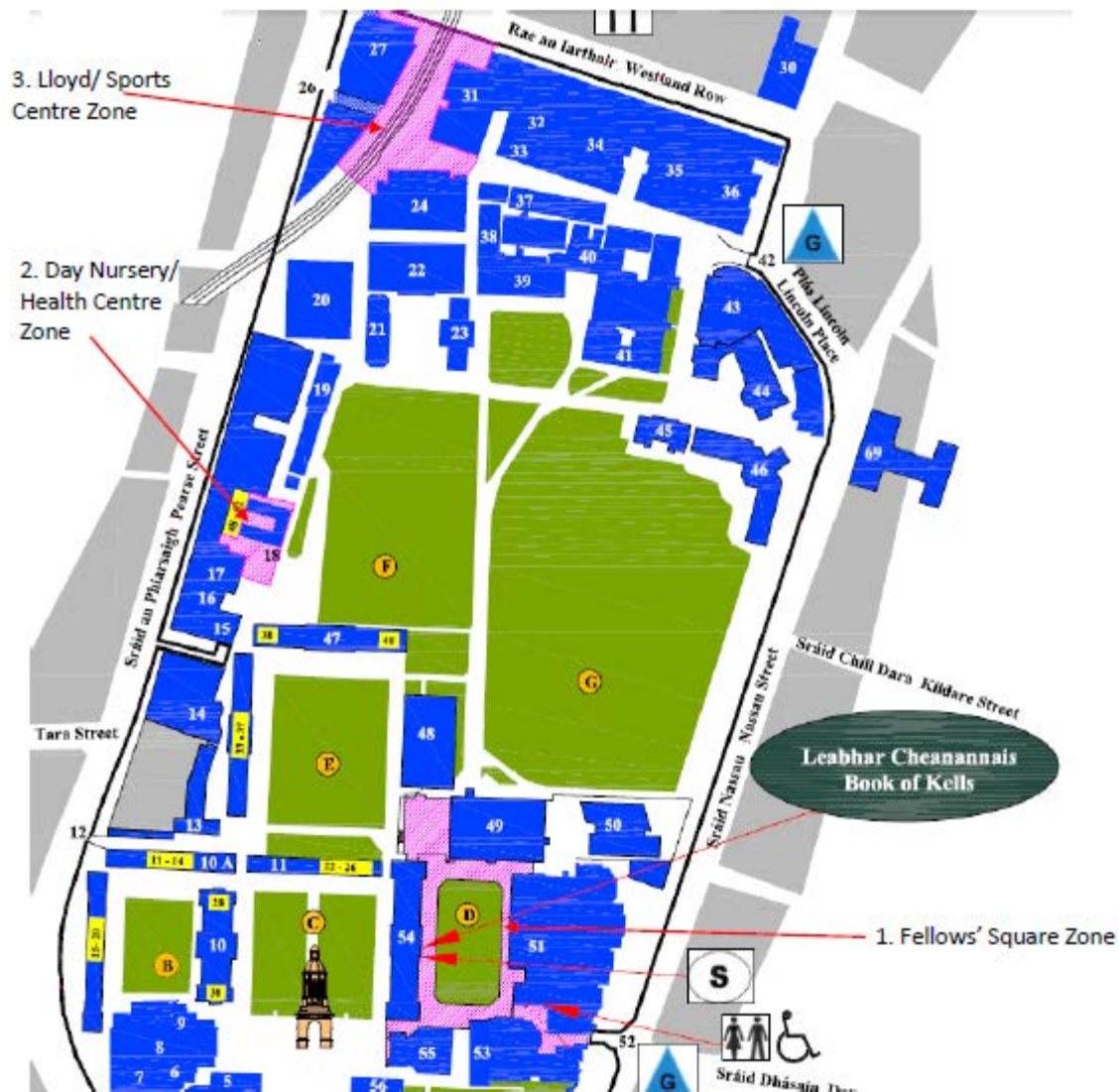


Figure 1: Tobacco Free Zones marked in pink

## Methodology

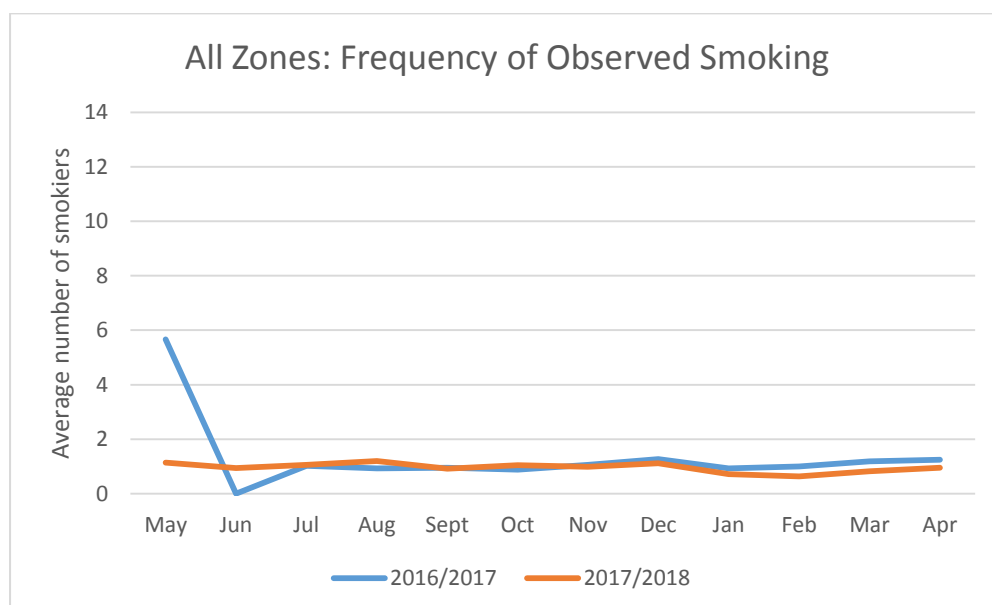
Ambassadors who had been trained in a brief intervention technique to encourage compliance which was developed by the University of Kentucky(4), recorded the number of smokers they observed on each circuit of the tobacco free zones. Data were analysed in Excel and where appropriate, compared to baseline and 2016/2017 data on frequency of observed smoking.

## Results

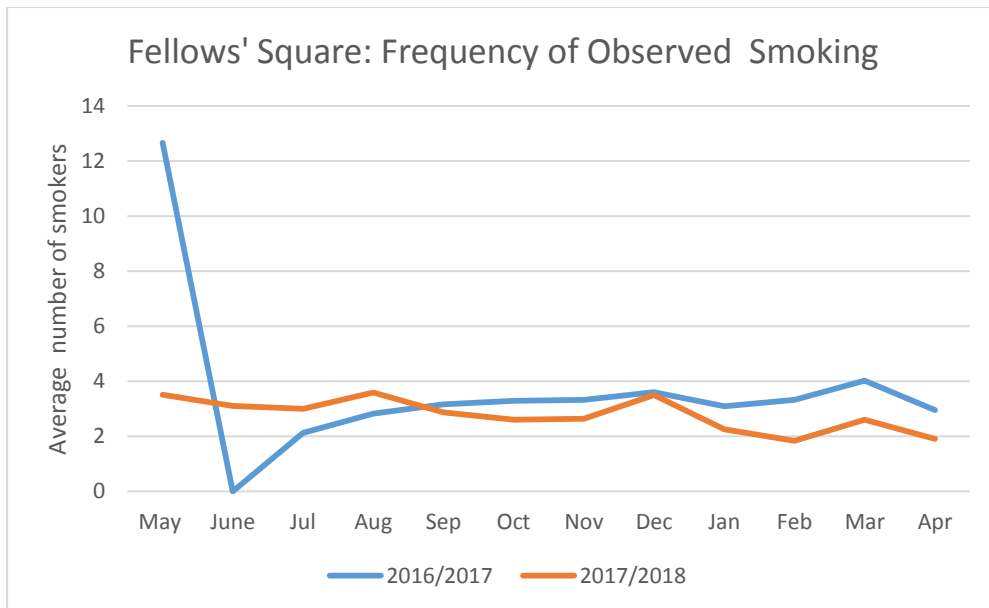
### Frequency of Observed Smoking

	Baseline before Zones Open (no monthly data) 13 <sup>th</sup> May 2016			May 2017-April 2018			Average reduction 2017/2018		Average reduction 2016/2017	
Month	No. Checks	No. Smokers	Average Smokers per check	No. Checks	No. Smokers	Average Smokers per check	N	%		
May	9	51	<b>5.66</b>	131	149	<b>1.14</b>	4.52	80%		
Jun				111	104	<b>0.94</b>	4.72	83%		
Jul				68	72	<b>1.06</b>	4.6	81%	4.64	82%
Aug				76	91	<b>1.20</b>	4.46	79%	4.73	84%
Sept				77	70	<b>0.91</b>	4.75	84%	4.71	83%
Oct				51	53	<b>1.04</b>	4.62	82%	4.78	84%
Nov				76	75	<b>0.99</b>	4.67	83%	4.6	81%
Dec				42	47	<b>1.12</b>	4.54	80%	4.39	78%
Jan				42	30	<b>0.71</b>	4.95	87%	4.73	84%
Feb				60	38	<b>0.63</b>	5.03	89%	4.66	82%
Mar				68	56	<b>0.82</b>	4.84	86%	4.48	79%
Apr				68	44	<b>0.65</b>	5.37	95%	4.41	78%
<b>Total</b>				<b>819</b>	<b>790</b>	<b>0.96</b>	<b>4.7</b>	<b>83%</b>	<b>4.58</b>	<b>81%</b>

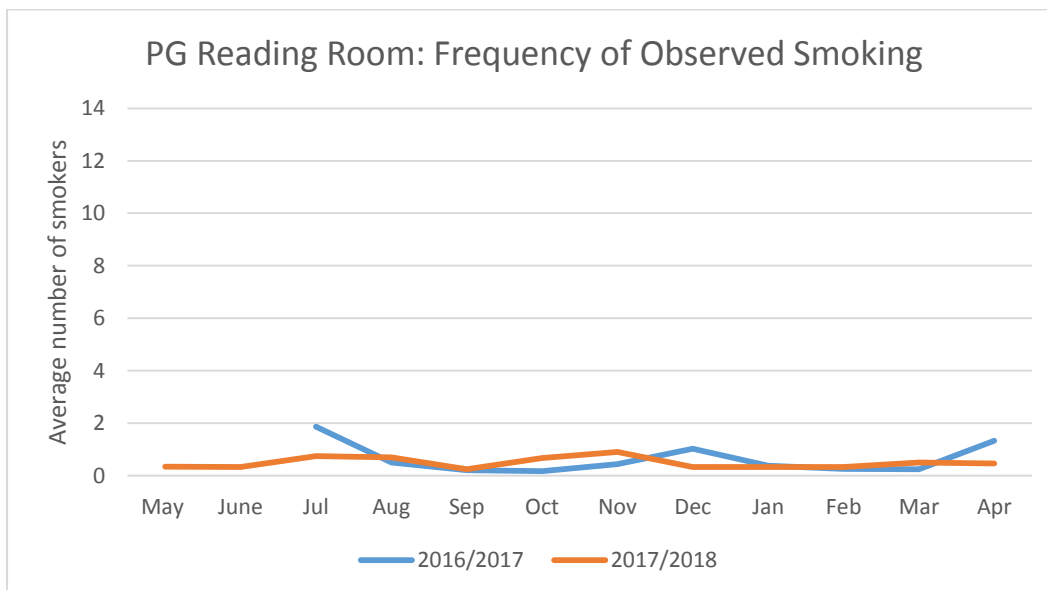
In 2017/2018 frequency of observed smoking was 83% less than baseline, compared to 81% in 2016/2017. On average there was around one person smoking per check.



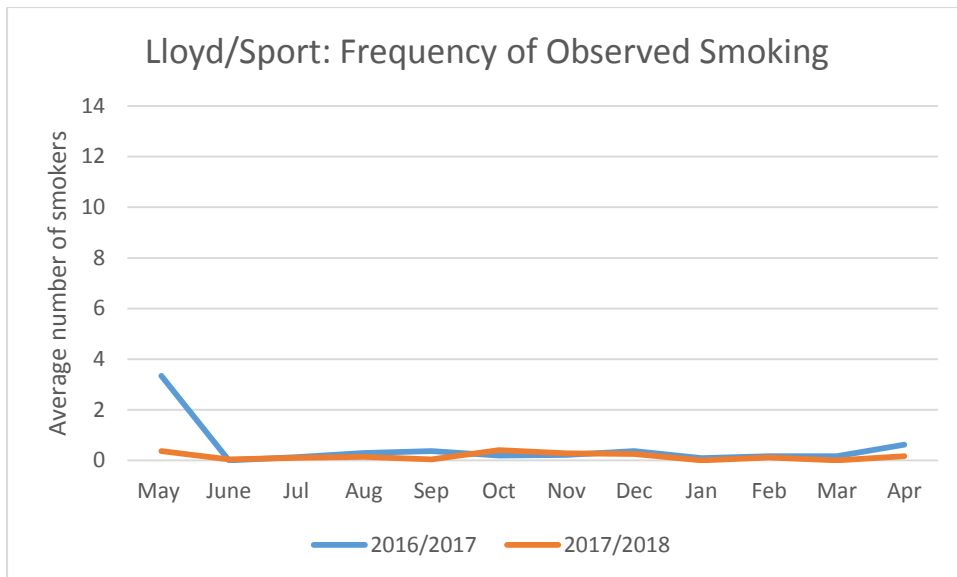
When examined across all zones, the frequency of observed smoking was much lower than baseline and similar in the second year of the zones to the first.



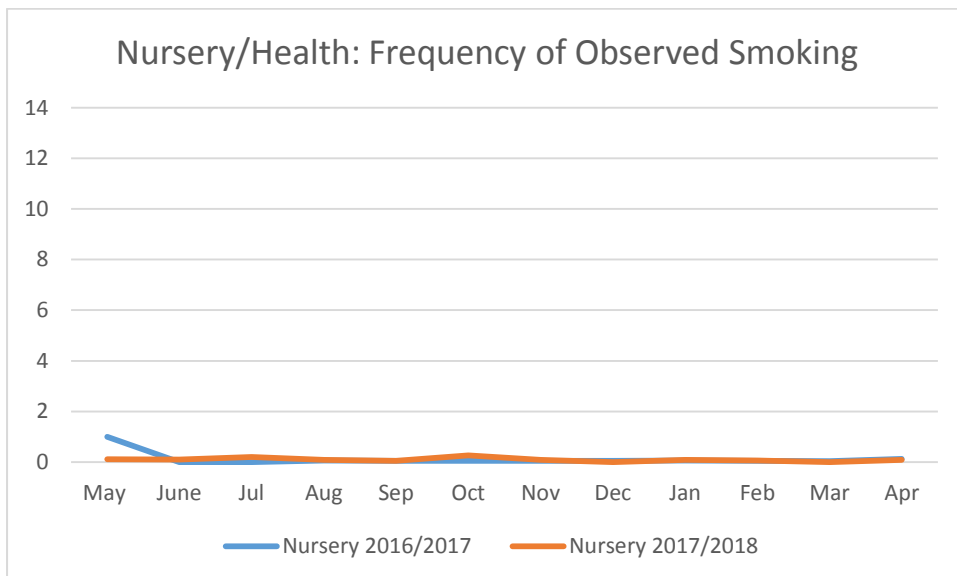
During 2017/2018 there were 249 checks in the Fellows' Square Zone. Frequency of observed smoking was higher during the second summer in 2017 and lower when the academic year started. There was less smoking throughout the second academic year and a marked decrease in observed smoking from January 2018 onwards.



There were 123 checks outside the postgraduate reading room and compliance was better in 2017/2018 except in October and November.



The 249 checks in the Lloyd/Sport Zone found a very small number of people smoking, there were less in the second year than the first with the exception of October



There were 249 checks in the Nursery/Health Zone in 2017/2018. There continued to be little or no smoking in the Zone except in October.

#### Compliance

There were no refusals to comply with the policy when people smoking were asked to leave a Zone.

#### Discussion

Overall, there was less observed smoking in the Tobacco Free Zones in the second year of their implementation than in the first. Consistent with international studies on compliance with tobacco policies however, some people continue to smoke on campus. In Fellows' Square, there was an encouraging reduction in observed smoking during and after the education campaigns from January-April 2018 and no refusals to comply when asked to do so. The larger quantities of observed smoking in Fellows' Square during the summer of the second year of the Zones suggests that further work to educate visitors about the policy is required. The slightly higher numbers smoking in Zones other than Fellows' Square are difficult to interpret because the numbers are so small but they may indicate that where education campaigns have a physical (as opposed to online) location, the Tobacco Policy Committee should broaden it beyond Fellows' Square.

## Conclusions & Recommendations

This report aimed to answer the following two questions:

### **1. Was there a reduction in the frequency of observed smoking in the Zones?**

Yes, in 2017/2018 observed smoking in the Zones was 83% lower than baseline. This was a 2% improvement on the previous year. It is likely that people will continue to smoke on campus in the coming year. Students appear to be respecting the policy more in Fellows' Square but the Committee must address how visitors can be encouraged to do the same. The other Zones had slightly higher frequency of observed smoking although the numbers are so low as to be difficult to interpret.

**Recommendation:** Trinity should further restrict smoking on campus by implementing a policy that is as comprehensive as possible. As it is unlikely that all will comply with the policy, Trinity should continue to promote compliance by running further education campaigns for students and staff across all areas of the campus. The Committee should consider how visitors can be encouraged to comply. The PG reading room should be checked as often as other Zones.

### **2. Did those who were smoking comply when asked to leave a Zone?**

Yes, there was 100% compliance when smokers were asked to move.

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