

## Objectives

The American Cancer Society, under the direction of its Center for Tobacco Control, launched the Tobacco-Free Generation Campus Initiative (TFGCI) to accelerate and expand the adoption and implementation of 100% smoke- and tobacco-free policies on college and university campuses across the nation. This initiative is supported by the CVS Health Foundation, whose purpose is to help people on their path to better health.

Program goals:

- To implement a campus-wide 100% tobacco free policy, including all grounds, properties, and residential facilities.
- To reduce youth/young adult tobacco use and exposure to secondhand smoke.

## Methodology

### Student Survey

The TFGCI Student survey collected information on respondents' background characteristics, tobacco use (combustible and non-combustible), cessation attempts, secondhand smoke exposure, and their knowledge, attitudes, and beliefs about campus tobacco policies. The survey was distributed to all enrolled students in the fall of 2017. An estimated 11,018 students received emails (1 original, 3 follow-up over a one month period) inviting them to participate in the survey. Participation was voluntary, and was limited to those over 18 years of age; all participants provided informed consent. Survey data were collected electronically using Qualtrics survey software. A total of 821 students responded to the survey resulting in an approximate overall response rate of 7.5%. Data were analyzed using SAS 9.3.

## Survey Highlights

### TOBACCO USE

- 18.8% overall were current cigarette smokers

In the last 30 days,

- 15.3% had used electronic vapor products
- 5.5% had used little cigars or cigarillos
- 3.7% had used traditional cigars
- 5.9% had used hookah
- 1.9% had used oral tobacco products

### CESSATION

- 69.8% of current smokers made a quit attempt in past 12 months.
- 34.9% of current smokers planned to or were thinking about quitting within the next 12 months.
- 66.9% of students who visited the campus health center for services were asked about their tobacco use.

### SECONDHAND SMOKE

- 88.1% of respondents were exposed to tobacco smoke while on campus rarely, sometimes, often, or always.
- 61.6% of exposed respondents indicated secondhand smoke on campus was a concern or annoyance.

### ATTITUDES

- 67.7% of students agreed that colleges have a responsibility to lessen the risk of tobacco addiction by adopting policies that discourage tobacco product use.
- 83.4% of students agreed that colleges have a responsibility as part of their mission to promote healthy behaviors to adopt policies that ensure people have smoke-free air to breathe.
- 86.7% of students agreed that colleges should not allow tobacco companies to promote tobacco products on campus through advertising, sponsorship of student events, and/or financial support of student organizations.

**CURRENT TOBACCO USE**

Tobacco Product	Female (n= 538) % (n)	Male (n= 239) % (n)	Overall (n= 777) % (n)
Cigarettes	13.2% (71)	31.4% (75)	18.8% (146)
E-cigarettes	12.1% (65)	22.6% (54)	15.3% (119)
Little Cigars/Cigarillos	4.1% (22)	8.8% (21)	5.5% (43)
Traditional Cigar	1.5% (8)	8.8% (21)	3.7% (29)
Hookah	4.5% (24)	9.2% (22)	5.9% (46)
Oral Tobacco*	0.4% (2)	5.4% (13)	1.9% (15)

**SECONDHAND SMOKE**

	Female % (n)	Male % (n)	Overall % (n)
Reported exposure to tobacco smoke on campus (n= 723)			
Never	9.8% (50)	17.0% (36)	11.9% (86)
Rarely	19.2% (98)	32.6% (69)	23.1% (167)
Sometimes	35.8% (183)	30.7% (65)	34.3% (248)
Often	25.8% (132)	15.1% (32)	22.7% (164)
Always	9.4% (48)	4.7% (10)	8.0% (58)
Concerned or annoyed by secondhand smoke on campus (n= 635)			
Yes	67.6% (311)	45.7% (80)	61.6% (391)

**CESSATION**

	Female % (n)	Male % (n)	Overall % (n)
Current smokers who made at least 1 quit attempt in the past 12 months(n= 63)	65.5% (19)	73.5% (25)	69.8% (44)
Current smokers who planned to or were thinking about quitting within the next 12 months (n= 129)	35.9% (23)	33.9% (22)	34.9% (45)
Students who had visited the health center who were asked about tobacco use (n= 130)	76.3% (71)	43.2% (16)	66.9% (87)

**ATTITUDES**

	Current tobacco users % (n)	Non-tobacco users % (n)	Overall % (n)
Agree** that colleges have responsibility to lessen the risk of tobacco addiction	38.5% (80)	79.7% (405)	67.7% (485)
Agree** that colleges have responsibility to ensure smoke-free air to breathe	59.1% (123)	93.3% (475)	83.4% (598)
Agree** that colleges should not allow tobacco companies to promote tobacco products on campus	74.1% (149)	91.7% (462)	86.7% (611)

**POLICY BELIEFS**

Students who believe that policies should limit product use on campus in the corresponding areas:

PRODUCTS	Allowed everywhere on campus.		Prohibited indoors, allowed anywhere outdoors.		Prohibited indoors, allowed in designated outdoor areas only.		Prohibited indoors and outdoors everywhere.	
	Users % (n)	Non Users % (n)	Users % (n)	Non Users % (n)	Users % (n)	Non Users % (n)	Users % (n)	Non Users % (n)
Cigarettes (n= 703)	2.0% (4)	0.4% (2)	17.5% (35)	1.8% (9)	65.5% (131)	43.9% (221)	15.0% (30)	53.9% (271)
E-cigarettes (n= 701)	20.5% (41)	2.4% (12)	33.0% (66)	12.6% (63)	39.0% (78)	47.9% (240)	7.5% (15)	37.1% (186)
Little Cigars/Cigarillos (n= 697)	2.0% (4)	0.4% (2)	11.1% (22)	1.2% (6)	63.6% (126)	39.3% (196)	23.2% (46)	59.1% (295)
Traditional Cigars (n= 701)	1.5% (3)	0.4% (2)	10.5% (21)	1.4% (7)	58.0% (116)	34.3% (172)	30.0% (60)	63.9% (320)
Hookah (n= 699)	12.1% (24)	2.0% (10)	10.1% (20)	2.6% (13)	40.2% (80)	34.8% (174)	37.7% (75)	60.6% (303)

**NOTE:** Current cigarette use refers to everyday or someday use among ever tobacco users. Current use for all other tobacco products indicates any use in the past 30 days of among ever tobacco users. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

\*Oral tobacco use includes chewing tobacco, snuff dip, snus, and dissolvable. \*\*'Agree' includes those who somewhat and strongly agreed with the presented statement.