

Evaluation Report: University of San Francisco

This report describes the evaluation of the Tobacco-Free Generation Campus Initiative (TFGCI) for the University of San Francisco for the grant period August 1, 2017 – February 28, 2019. The University of San Francisco is a private Jesuit university located in San Francisco, California, with an estimated student population of 11,000. Summarized here are key findings on changes in tobacco product policies and use on campus. This report includes a policy analysis and data for key indicators of tobacco use, policy awareness, and the campus environment. A site visit to the campus by TFGCI Evaluation staff in Spring 2019 is also described.

1 TOBACCO PRODUCT POLICY ANALYSIS

	Pre-grant Policy	Post-grant changes
Date	May 2016 (state law updated)	August 1, 2017
Written policy	Smoking prohibited inside all campus buildings and university vehicles. Permitted outdoors only in designated smoking area.	100% Tobacco-free
Products included	Unspecified	All tobacco and electronic device use.
Enforcement (Y/N)	N	Y
Cessation (Y/N)	N	Y

1.1 WRITTEN POLICIES

PRE-GRANT POLICY

The initial policy for the University of San Francisco prohibited smoking tobacco products inside any campus building and allowed use outdoors in specific locations only. Enforcement was not described in the policy details. No cessation information was included in the policy.

Currently, at the University of San Francisco (USF), smoking is no longer permitted anywhere within the boundaries of University-owned or leased property and vehicles with the exception of one designated smoking area, located at the south end of Welch Field (closest to Fulton Street), between St. Ignatius Church and Kalmanovitz Hall, where there will be minimal exposure to secondhand smoke.

POST-GRANT POLICY

The new 100% smoke- and tobacco-free policy went into effect on August 1, 2017. The policy prohibits the use of all tobacco products on campus. The policy also includes information on cessation and enforcement activities.

Smoke & Tobacco Free Policy

I. Policy

Smoking, vaping, and the use of any tobacco products (cigarettes, e-cigarettes, hookahs, pipes, cigars, water pipes, vape pens, personal vaporizers, electronic nicotine delivery systems, smokeless tobacco, etc.) are no longer permitted anywhere within the boundaries of University-owned or leased property and vehicles. The existing prohibition on the sale

and promotion of tobacco products on the campus will continue. The University will make available smoking cessation programs to students, staff, and faculty to facilitate the transition to a smoke-free life.

II. Background State and City Smoking Regulations

Since February 20th 1991, the University smoking control policy has been in compliance with state and local laws by prohibiting smoking in buildings, and within 15 feet of entrances, exits, and operable windows and vents in San Francisco, and within 20 feet of entrances, exits, and operable windows and vents elsewhere in California. On May 4, 2016, Governor Brown signed several tobacco bills into California Law, including raising the legal smoking age from 18 to 21 (excluding active military personnel), and classifying e-cigarettes as tobacco products effective June 9, 2016. Paradigm Shift in Public Opinion and Rejection of Smoking A preponderance of data on the adverse health effects of smoking and second hand smoke. Smokers represent a minority of people in the community. Nations, states, cities, and universities across the world have begun smoking bans of varying degree.

III. Objective

To promote a safe and healthy learning and work environment for students, staff, faculty and visitors by reducing the health risks associated with tobacco smoke.

To protect the rights of the non-smoking community to breathe tobacco smoke-free air.

IV. Rationale

In recognition of the following public health facts about smoking and second hand smoke: Cigarette smoking is the largest single preventable cause of premature death and disability in the United States. Separation may reduce, but does not eliminate, exposure of non-smokers to second hand smoke. The Surgeon General has stated that second hand tobacco smoke is a cause of disease, including lung cancer, in healthy non-smokers. In recognition of the University's: Core mission to educate "the whole person - mind, body and soul" in the Jesuit Catholic tradition. Goal to distinguish itself as a diverse, socially responsible learning community of high quality scholarship and academic rigor "sustained by a faith that does justice." Position as a leader by example in the San Francisco Bay Area, joining in solidarity with leading universities around the state, nation and the world to promote the health and wellness of its campus community. Credo to "Educate Minds and Hearts to Change the World."

V. Education and Awareness

The implementation of this policy will be augmented by an education and awareness campaign that may include but not be limited to:

Notification to prospective students and staff/faculty hires. Informational meetings, postings and e-mail notifications.

Publication in staff/faculty human resources manuals, student Fogcutter handbook, and appropriate web sites.

Educational campaigns employing classmates and colleagues.

Ongoing smoking cessation programs.

Established culture of compliance through peer oversight.

VI. Responsibilities

Clear signage regarding the smoke and tobacco free policy will be posted throughout the campus. Peer implementation and observance of this policy will be the duty of every student, staff, faculty, and visitor on campus. Supervisory personnel are responsible for implementation of this policy in their areas and will address problems through the existing administrative structure. Student violations will be handled through the existing judicial affairs process.

VII. Smoking Cessation Resources

Students - Provided by the Health Promotion Services - 415.422.5797 or at hps@usfca.edu. Staff/Faculty - Can contact the benefits team at 415.422.2442 or at benefits@usfca.edu. For online resources please visit this site. You may also work directly with your doctors at Kaiser or Anthem for access to smoking cessation programs.

VIII. Office of the President Letters

2 KEY TOBACCO-FREE INDICATORS

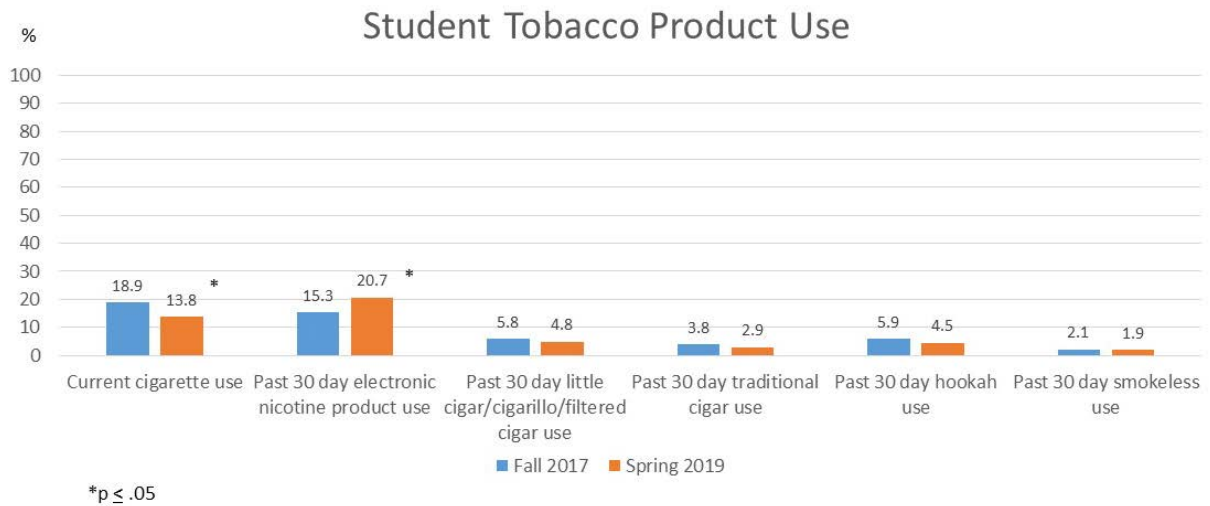
The University of San Francisco distributed the Georgia State University TFGCI (GSU TFGCI) Evaluation Student Survey to assess the campus tobacco environment. The university conducted two GSU TFGCI surveys of students: one at the beginning of the grant period in Fall 2017 and another at the end of the grant period in Spring 2019. The surveys were distributed to all current undergraduate and graduate students. Both surveys were conducted after the tobacco policy change had taken effect. The table below shows the response rates and sample characteristics for each survey.

	Description of student sample			
	Survey 1: Nov 2017 n = 821		Survey 2: Jan 2019 n = 1121	
Estimated response rate:	7.5%		10.7%	
	n	%	n	%
Age group:				
18-19	284	34.6	332	29.6
20-21	229	27.9	295	26.3
22+	308	37.5	494	44.1
Academic year:				
Freshman	163	19.9	243	21.7
Sophomore	157	19.1	153	13.7
Junior	129	15.7	201	17.9
Senior	141	17.2	141	12.6
Graduate/Doctoral student	197	24.0	327	29.2
Gender:				
Male	239	30.0	326	29.9
Female	538	67.4	736	67.5
Other	15	1.9	11	1.0
Hispanic/Latino ethnicity:	195	23.8	247	22.0
Race*:				
White	456	55.5	612	54.6
Black/African-American	58	7.1	90	8.0
Am. Indian/Alaska Native	24	2.9	24	2.1
Asian	216	26.3	315	28.1
Native Hawaiian/Pacific Islnd	23	2.8	25	2.2
Other	74	9.0	85	7.6

*Percentages may add to more than 100 since students were allowed to check as many as apply.

2.1 TOBACCO USE PREVALENCE

University of San Francisco



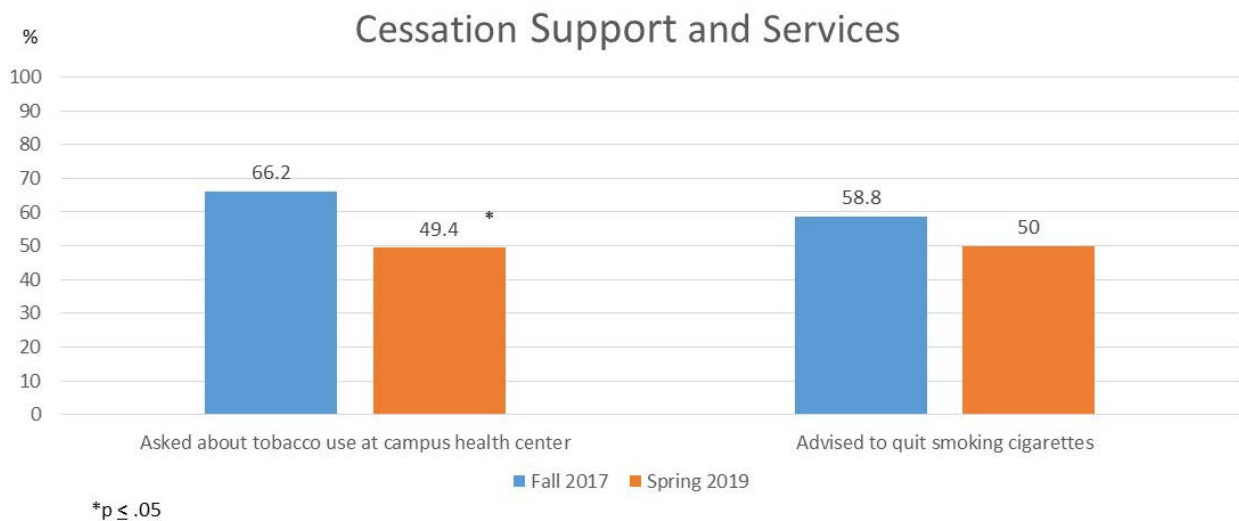
Shown in the graph above are the student tobacco product use rates by time of survey. Current cigarette use decreased while past 30 day electronic nicotine product use increased significantly from Fall 2017 to Spring 2019. Other tobacco product use did not change significantly from Fall 2017 to Spring 2019.

2.2 CESSATION SUPPORT AND SERVICES

Notes from the campus observation and site visit indicated that Health Promotion Services at USF offers cessation support for students both before and after the policy change. This includes nicotine replacement therapy (lozenges, gums, etc), smoking cessation kits, resource cards, and free one-on-one counselling for tobacco cessation. For USF employees, tobacco cessation is available through health insurance.

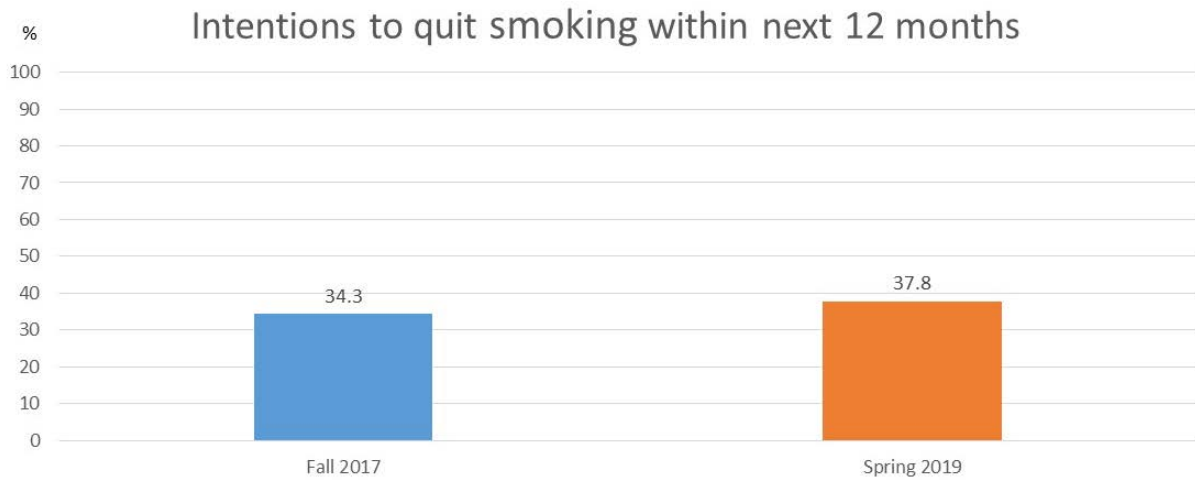
An additional resource that was added after the grant was provided was Kwitapp access, a mobile-phone based cessation aid. A key informant at the site visit noted that students had to make an appointment with campus health for cessation services to receive free access to Kwitapp services.

University of San Francisco



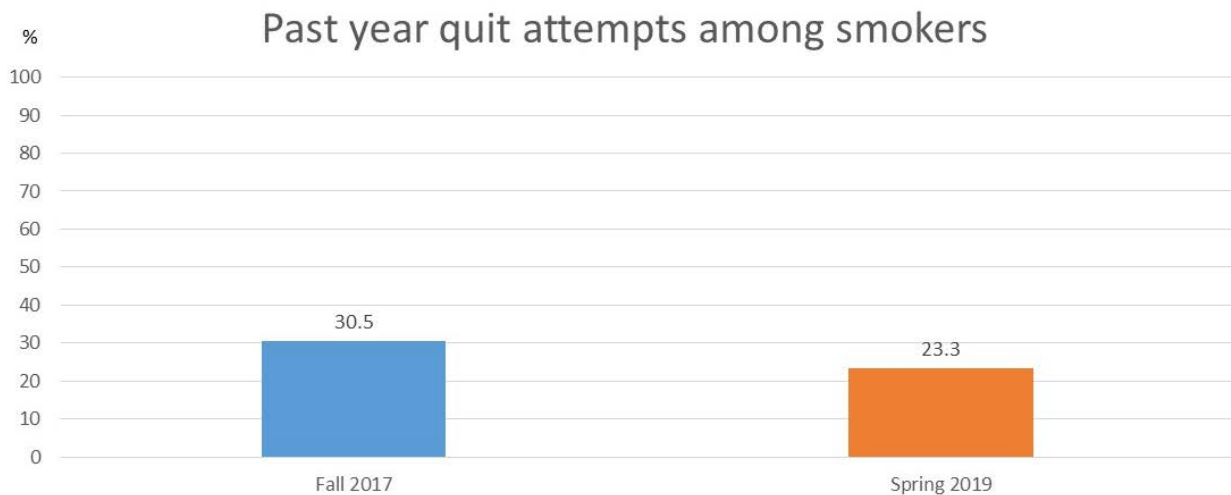
The graph above summarizes the proportion of students who reported being asked about their tobacco use when visiting the campus health center, and the proportion of student smokers who reported being advised to quit by campus health services, at the time of the two surveys. Among students who had visited the campus health center, fewer were asked about tobacco use from time 1 to time 2. Among smokers who were asked about tobacco use, there was no significant difference in being advised to quit smoking between time 1 and time 2.

University of San Francisco



The graph above summarizes the proportion of student smokers expressing intentions to quit within the next 12 months. A little over one-third of smokers had intentions to quit in the next 12 months. There was no significant difference between time 1 and time 2.

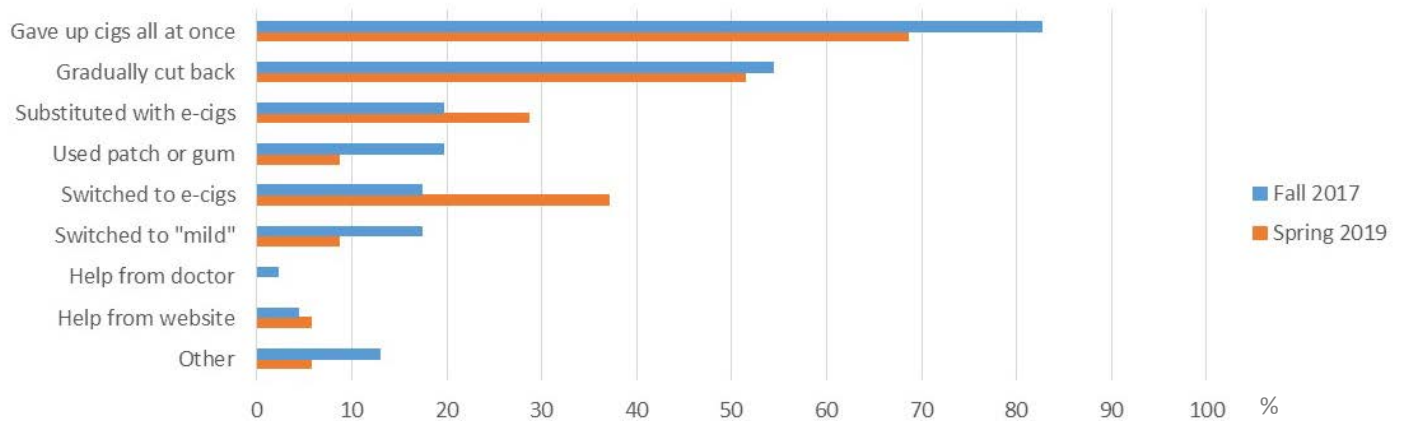
University of San Francisco



Shown above are the percentages of student smokers in each survey who reported making one or more quit attempts within the past year. Roughly one-third and one-quarter of smokers reported trying to quit within the past year during the Fall 2017 and Spring 2019 surveys, respectively. The difference between the two time-points was not statistically significant.

University of San Francisco

Methods used during quit attempts:
current smokers who tried to quit in past year



During both the Fall 2017 survey and Spring 2019 surveys, student smokers were asked to select from a list of methods used when they have tried to quit smoking. The most frequently cited cessation method at both time periods was giving up cigarettes all at once. Notably, more students indicated substituting cigarettes with e-cigarettes or switching completely to e-cigarettes to try to quit smoking during time 2.

2.6 CAMPUS ENVIRONMENT

Campus observations to assess tobacco use in the campus environment were completed at both the beginning and end of the grant period. Both observations were conducted after the new policy implementation. For both observations, multiple students observed specific parts of campus over a few days to complete the observation.

Observation 1: post-policy implementation

Minimal tobacco use was observed outside of the classroom building observed (1 smoker) and the Law School library (2 smokers). Cigarette butts were observed on the ground in both locations. Smoking receptacles were noted outside a dorm and the law library. No other tobacco use or paraphernalia were observed.

Campus / School Name: University of San Francisco
 Observation Date: November 3-17, 2017
 Observation Sequence: Beginning of the grant period
 Observer: University of San Francisco students and staff

The following questions are about the general tobacco-free environment on campus:		
1	Are there designated tobacco product use areas? [1 = indoors, 2 = outdoors, 3 = both indoors and outdoors, 4 = nowhere]	4
1a	If answered 1, 2, or 3, are there any signs indicating the locations of the designated tobacco product use areas? [1=Yes, 2= No]	
2	Are there signs posted about the tobacco-free campus policy? [1=Yes, 2= No]	1
2a	If yes, please specify the location:	Around the perimeters of campus, bench behind dorms
3	Are there flyers and/or leaflets for tobacco cessation services? [1=Yes, 2= No]	1
3a	If yes, please specify the location:	Health Promotion Services at University Center 5th Floor

	Questions need to be answered for each of the following places:	Classroom Building		Co-ed Dorm 1		Co-ed Dorm 2		University center		Library		Law Library		Bookstore		Recreational facility		Athletic field/arena	
		I	O	I	O	I	O	I	O	I	O	I	O	I	O	I	O	I	O
	I = INDOORS, O = OUTDOORS																		
1	Is there anyone smoking in this area? [Yes=1, No=0 --> SKIP to Q3]	0	1	0	0	0	0	0	0	0	0		1	0	0	0	0		0
2	If yes to Question 1, how many people were observed smoking?		1										2						
3	Do you detect the odor of cigarette smoke? [Yes=1, No=0]	0	1	0	0	0	0	0	0	0	0		1	0	0	0	0		0
4	Are there any ashtrays, urns, or receptacles visible in this area? [Yes=1, No=0]	0		0	0	0	1	0	0		0		1	0	0	0	0		0
5	Are there any cigarette butts visible in the ashtray, urn, or receptacle or on the ground? [Yes=1, No=0 --> SKIP to Q7]	0	1	0	1	0	1	0	0		0		1	0	1	0	1		1
6	If Yes to Q6, how many cigarette butts?		40	0	4		6						35		1		7		3
7	Are there any no-smoking signs posted? [Yes=1, No=0]	0	1	0	1	0	1	0	0		0		0	0	0	0	1		0
8	Is there anyone using electronic vapor products (vaping) in this area? [Yes=1, No=0 --> SKIP to Q10]	0	0	0	0	0	0	0	0		0		0	0	0	0	0		0
9	If yes to Q8, how many people were observed vaping?																		
10	Are there any signs posted about restrictions on tobacco product use (other than cigarettes)? [Yes=1, No= 0]	0	1	0	1	0	0	0	0		0		0	0	0	0	0		0
11	Are there any other items that indicate tobacco product use (e.g., lighters, matches, plastic tips, tobacco product packaging, etc.)? [Yes=1, No=0]	0	0	0	0	0	0	0	0		0		0	0	0	0	0		0
12	If Yes to Q11, please indicate the item(s)																		

Additional Campus Information		
13	What does the campus offer in terms of cessation support? If available, please indicate the types of cessation services and the number of students who accessed these services since the start of the Fall 2017 semester.	The Health Promotion Services at USF offers cessation support such as nicotine replacement therapy, lozenges, gums, smoking cessation kits, resource cards and free one-on-one counselling for tobacco cessation. For USF employees, tobacco cessation is through health insurance.
14	Does the school's tobacco control policy include any enforcement methods? If yes, please indicate the method(s) of enforcement and number of times enforced since the start of the Fall 2017 semester.	We have our clean air marshals patrolling during lunch and in-between the classes hours but no enforcement methods as such.
Optional additional notes about your observations on campus:		

Observation 2: post-policy implementation

Minimal tobacco use was observed outside of the classroom building observed (1 smoker) and the Law School library (1 smoker). A small number of cigarette butts were observed on the ground in both locations and smoking receptacles were seen at both locations, as well. No other tobacco use or paraphernalia were observed.

Campus / School Name: University of San Francisco
 Observation Date: 01/25/2019-02/19/2019
 Observation Sequence: End of the grant period
 Observer: University of San Francisco students and staff

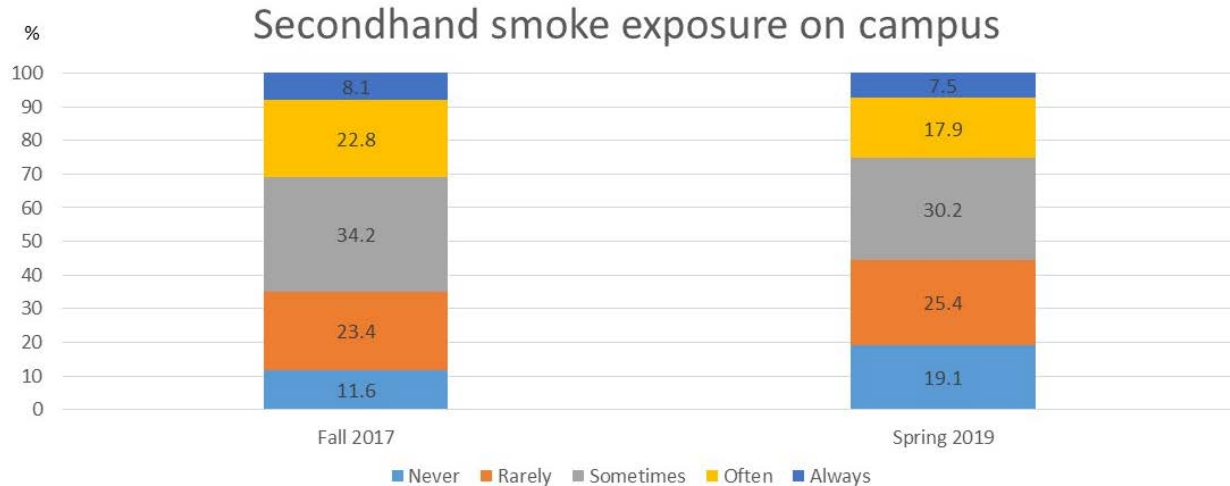
The following questions are about the general tobacco-free environment on campus:		
1	Are there designated tobacco product use areas? [1 = indoors, 2 = outdoors, 3 = both indoors and outdoors, 4 = nowhere]	4
1a	If answered 1, 2, or 3, are there any signs indicating the locations of the designated tobacco product use areas? [1=Yes, 2= No]	
2	Are there signs posted about the tobacco-free campus policy? [1=Yes, 2= No]	1
2a	If yes, please specify the location:	Koret entrance, readerboards, several locations on outskirts of campus and at non-campus locations
3	Are there flyers and/or leaflets for tobacco cessation services? [1=Yes, 2= No]	1
3a	If yes, please specify the location:	University Center, library, education buildings, residence halls

	Questions need to be answered for each of the following places:	Classroom Building		Main Campus Library		Law School Library		Recreational facility	
		I	O	I	O	I	O	I	O
	I = INDOORS, O = OUTDOORS								
1	Is there anyone smoking in this area? [Yes=1, No=0 --> SKIP to Q3]	0	1	0	0	0	1	0	0
2	If yes to Question 1, how many people were observed smoking?		1				1		
3	Do you detect the odor of cigarette smoke? [Yes=1, No=0]	0	1	0	0	0	1	0	0
4	Are there any ashtrays, urns, or receptacles visible in this area? [Yes=1, No=0]	0	1	0	0	0	1	0	0
5	Are there any cigarette butts visible in the ashtray, urn, or receptacle or on the ground? [Yes=1, No=0 --> SKIP to Q7]	0	1	0	0	0	1	0	0
6	If Yes to Q5, how many cigarette butts?		31				6		
7	Are there any no-smoking signs posted? [Yes=1, No=0]	1	1	0	0	0	1	1	1
8	Is there anyone using electronic nicotine products (vaping) in this area? [Yes=1, No=0 --> SKIP to Q10]	0	0	0	0	0	0	0	0
9	If yes to Q8, how many people were observed vaping?								
10	Are there any signs posted about restrictions on tobacco product use (other than cigarettes)? [Yes=1, No= 0]	1	1	0	0	0	1	0	0
11	Are there any other items that indicate tobacco product use (e.g., lighters, matches, plastic tips, tobacco product packaging, etc.)? [Yes=1, No=0]	0	0	0	0	0	0	0	0
12	If Yes to Q11, please indicate the item(s).								

Additional Campus Information		
13	What does the campus offer in terms of cessation support? If available, please indicate the types of cessation services and the number of students who accessed these services since the start of the Fall semester.	Offer Stop Smoking sessions for students. Faculty and staff can go to HR for more benefits. EAP: Employee Assistance Program HPS: Health Promotion Services offers free one-on-one counseling, nicotine replacement therapy (lozenges, gum, etc), kwit app access
14	Does the school's tobacco control policy include any enforcement methods? If yes, please indicate the method(s) of enforcement and number of times enforced since the start of the Fall semester.	USF enforcement of the smoke free policy is through a community-based approach, by the entire USF community. We don't fine students. More of an educational approach.
Optional additional notes about your observations on campus: Signage at Koret (front doors) says: "Smoke-free campus – smoking permitted in designated areas only". This could be updated to reflect current policy and include other tobacco products. At the time of observation, we did not see any tobacco use. However, I frequently do see smoking at Koret (stairs, parking lot, upper, path in front) and vape use.		

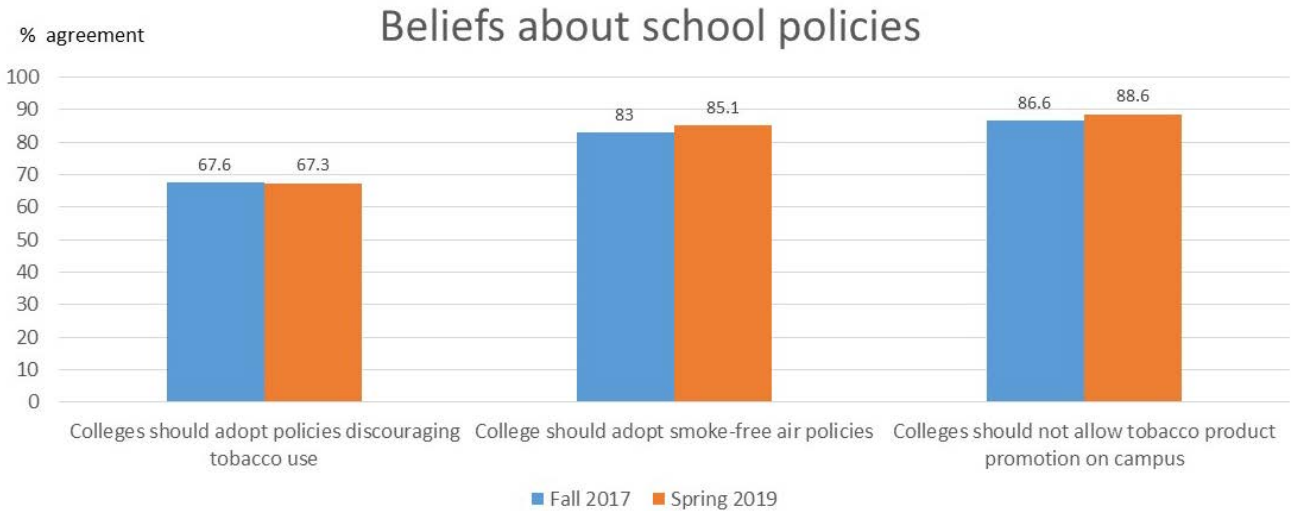
During the GSU TFGCI site visit in March, 2019, very little tobacco use was evident on campus. Only one person was observed actively using tobacco products (cigarettes). Tobacco product litter was confined to areas near the *Surfrider* cigarette butt collecting poles. Signs were strategically posted throughout campus, and many were in areas that were considered old 'hotspots' by campus staff during the site visit interview.

University of San Francisco



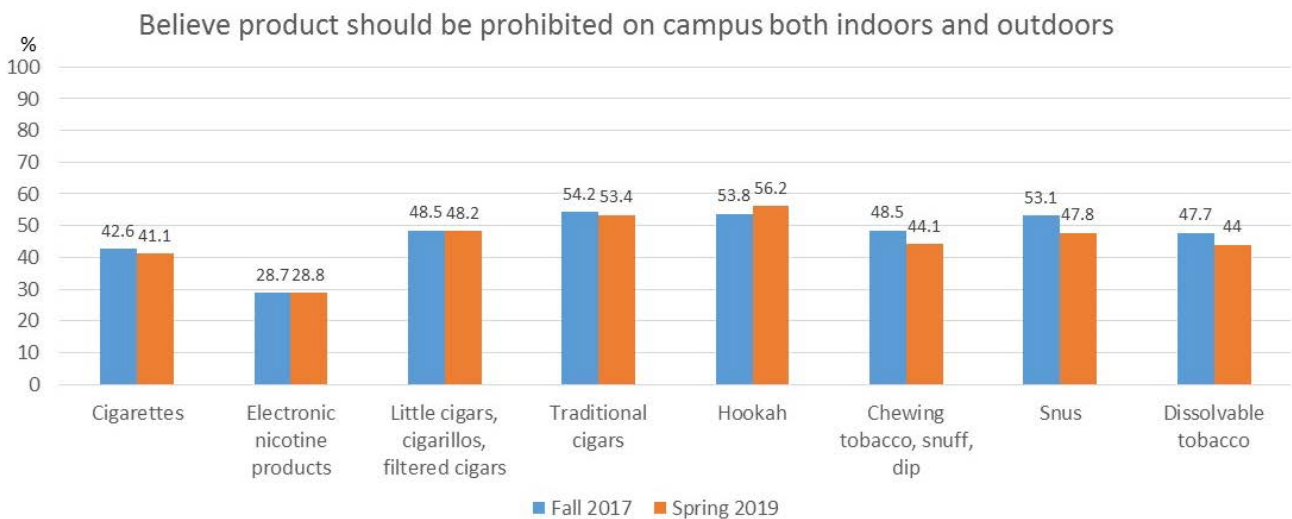
During both Fall 2017 and Spring 2019, students were surveyed about their experiences with secondhand smoke on campus. The graph above compares the proportions who reported how often they were exposed to secondhand smoke on campus. A greater proportion of students in Spring 2019 reported being exposed to secondhand smoke either "never" or "rarely" than in Fall of 2017. Not shown above, about the same percentage of students in Fall 2017 and Spring 2019 indicated that secondhand smoke was a concern or annoyance (61% vs. 57%).

University of San Francisco



Students were asked about their level of agreement with the following statements: “Colleges have a responsibility to lessen the risk of tobacco addiction by adopting policies that discourage tobacco use.”, “Colleges have a responsibility as part of their mission to promote health behaviors to adopt policies that ensure people have smoke-free air to breathe.”, and “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.” The graph above compares the proportion of students who agreed with each statement during the two time periods. The majority of students agreed with each statement during both time periods.

University of San Francisco



The graph above compares the percentage of students believing there should be a complete campus ban (indoors and outdoors) for each product. Results were consistent between Fall 2017 and Spring 2019.

2.8 IMPLEMENTATION AND ENFORCEMENT

PRE-IMPLEMENTATION

The initial tobacco policy for the University of San Francisco prohibited smoking tobacco products inside any campus building and allowed use outdoors in specific locations only. Enforcement was not described in the policy details. Notes in the campus observations confirmed that there was no policy enforcement occurring on campus at the beginning of the grant period.

POST-IMPLEMENTATION

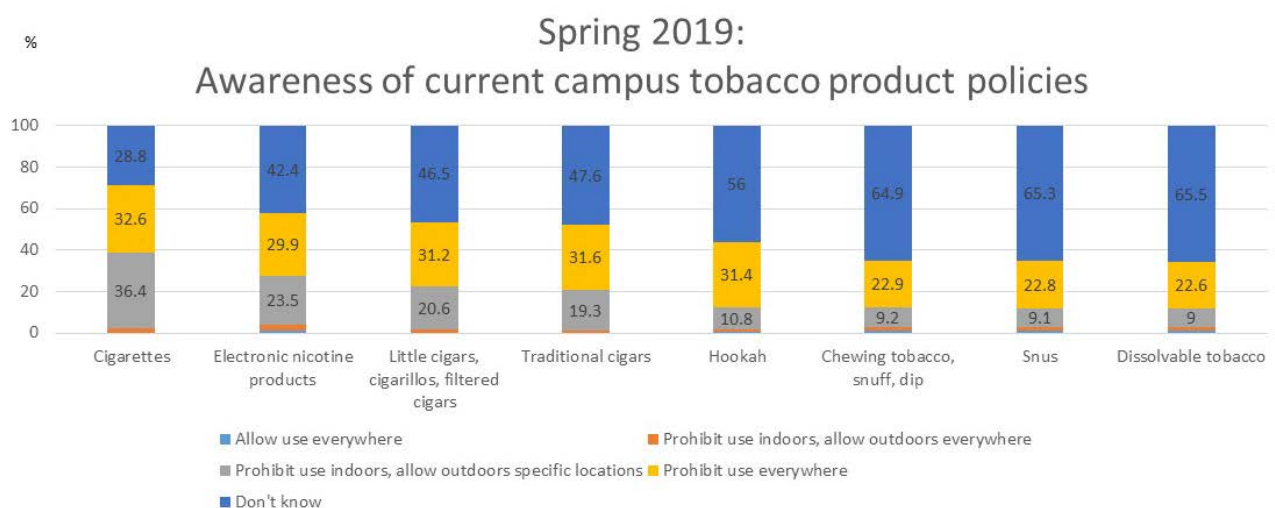
The new tobacco policy for the University of San Francisco created a 100% smoke- and tobacco-free campus. The policy includes the following information on enforcement activities:

“The implementation of this policy will be augmented by an education and awareness campaign that may include but not be limited to:

- *Notification to prospective students and staff/faculty hires. Informational meetings, postings and e-mail notifications.*
- *Publication in staff/faculty human resources manuals, student Fogcutter handbook, and appropriate web sites.*
- *Educational campaigns employing classmates and colleagues.*
- *Ongoing smoking cessation programs.*
- *Established culture of compliance through peer oversight.”*

The spring 2019 campus observation notes confirmed the community-based approach and noted that there are no fines incurred for student violations.

University of San Francisco



During both surveys, students were asked if they were aware of the specific campus policy for each product. Results from Spring 2019 indicate that between 29% (for cigarettes) and 66% (for dissolvable tobacco products) were unaware of the current campus policy for that product.

3 SITE VISIT & KEY INFORMANT ASSESSMENT

Georgia State University School of Public Health TFGCI evaluation team conducted a site visit to the University of San Francisco campus in Spring 2019. The site visit included a campus observational assessment to evaluate the current tobacco-free environment on the campus. The GSU evaluation team also had an opportunity to meet with the TFGCI grantee staff and discuss the barriers and facilitators to current policy enforcement on the University of San Francisco campus.

The current policy prohibits the use of any tobacco products on campus, making it a 100% tobacco-free campus. Efforts are being made to improve policy awareness, enforce the policy through a community-based approach, and provide support to students who desire to quit using tobacco products.

3.1 FACILITATORS

The University of San Francisco key informant indicated a large list of key contributors to the success of their grant work:

“Human Resources, Off-campus Student Services, Athletic Department, Office of Marketing and Communication, Student Housing and Residential Education, Health Promotion Services, Department of Facilities, Risk Manager, Public Safety, Saint Ignatius Church, Student Health Clinic (Dignity Health - off campus clinic), Office of Student Conduct Rights & Responsibilities (OSCR), Associated Student Body (both undergrad and graduate), School of Nursing and Health Professions, Sustainability department, and Environmental department.”

Many of these key contributors attended the site visit interview and each attendee was able to provide insight on their experience with the grant work and policy change.

The key informant noted that at the beginning of grant efforts,

“The major factors that contributed in improving our tobacco control policy on our campus was our USF leadership initially because we were able to get a letter from the President stating we were going smoke and tobacco free that assisted our continual efforts moving forward.”

In addition to support from the top-level, students, staff, and faculty were extremely important in policy change success. Collaboration across departments helped guide implementation activities. These contributors created a unified campaign, named *BreatheEasy USF*, which helped bring awareness and understanding of the policy change. The campaign logo was used on new signage around campus (see images below) and on a variety of ‘swag’ handed out to campus members to inform them of the policy. In addition, Facebook and Twitter sites were created for the campaign to keep students aware of activities on campus related to the tobacco-free initiative.



They key informant highlighted that:

“Our students were extremely pivotal in our efforts because they were the ones conducting one on one sessions with students to quit tobacco and hosting tabling and workshop events throughout campus.”

3.2 BARRIERS

One of the largest barriers to successful policy implementation for the University of San Francisco was replacing old signage with new signage. The key informant noted:

“Because leadership wants to keep our campus looking a certain way without much sign clutter, we did our best to get 15 signs up around our entire campus.”

The site visit confirmed this barrier. Site visit interviewees reinforced the challenge of changing signage and a campus observation revealed many of the permanent signs had not yet been updated to reflect the new 100% tobacco-free policy, as observed in the images below.



In addition,

“Another continual barrier we have now is that since no more smoking is prohibited on campus, it has moved smokers to the edge of our campus and we have seen some hot spots forming in certain areas on the public sidewalks, which can be an eyesore and a cloud of secondhand smoke for others walking nearby.”

3.3 KEY LESSONS LEARNED

The key informant survey and site visit emphasized that a key lesson learned while advocating for a policy was the importance of collaboration efforts across departments. During the site visit, there was evidence of this collaboration by the attendance of individuals across a variety of departments, who each gave insightful comments on their participation in grant efforts. The key informant indicated that it was important to pick and choose battles when issues related to policy change arose, noting:

"...this was difficult at times especially when getting signage put [up] and removing ashcans around campus, but working together and finding the right angle to speak with other departments was key."

The key informant and site visit interview emphasized that student support was key in policy change at University of San Francisco. The site visit interview included student input and the students anecdotally stated that a large portion of the student body was supportive of the policy. In addition, the key informant noted higher level administration support:

"Also, having support from school leadership is/was key for our implementation of the new policy. By having the President of our university state in a letter about the new policy was great to begin our implementation process."

When asked about recommendations for other schools in the process of policy change, the key informant survey and site visit interview both emphasized the importance of building support across stakeholders, noting:

"...it may not happen overnight but take little wins whenever they come."

4 SUMMARY AND RECOMMENDATIONS

The University of San Francisco successfully passed a tobacco-free policy at the beginning of their grant period on August 1, 2017. The policy prohibits the use of any tobacco products on campus. The policy details cessation and enforcement opportunities.

University of San Francisco students completed two GSU TFGCI student surveys during the grant period. Both surveys were administered after the implementation of the new policy. Results of the surveys showed a decrease in cigarette smoking and an increase in past month use of electronic nicotine products between the two time periods. This increase in vaping mirrors national trends and warrants continued monitoring.

The University of San Francisco should continue to promote their tobacco-free campus policy. It is recommended that they continue to offer and promote smoking and tobacco cessation services available for all students, and reassess signage and the use of cigarette butt poles on the perimeters of campus. Educational services on e-cigarettes and JUULs should also be considered, especially given the increase in use.

It is recommended that the University of San Francisco continue to monitor the impact of the new policy on tobacco use rates among students with the use of an internal evaluation plan. Continued observational assessments are also recommended and will provide additional information on the campus environment under the new policy.