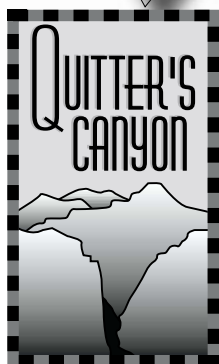


One Step at a Time
to a tobacco-free campus

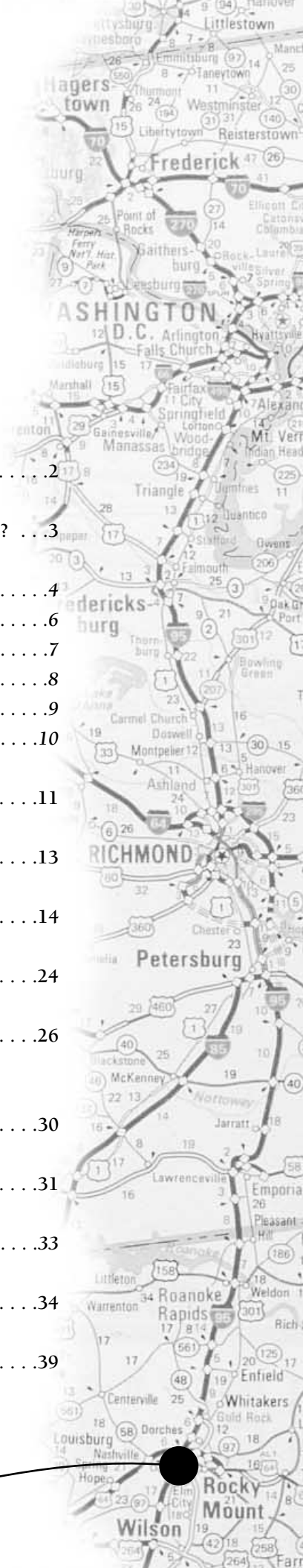


CONTENTS

Corner



Making Tobacco Prevention and Control a Priority on Campus	2
Why Do We Need Tobacco Prevention and Control Programming on Campus? ...	3
<i>College Students and Tobacco Use</i>	4
<i>High-Risk Populations and Cessation Needs</i>	6
<i>College Students and Tobacco Industry Target Marketing</i>	7
<i>Types of Tobacco and Its Harmful Effects</i>	8
<i>Dangers of Secondhand Smoke</i>	9
<i>References</i>	10
College Smokers Voice Their Opinions	11
<i>Themes in College-Age Tobacco Use</i>	13
Programming Ideas for Campus Tobacco Prevention and Control	14
Marketing Your Program	24
Creating Policies for a Tobacco-Free Campus	26
Statement on Tobacco on College and University Campuses From the American College Health Association Guidelines	30
Enhancing Campus Education and Prevention...ADVOCACY	31
<i>Advocacy in Action</i>	33
Smoking Cessation: Building Your Campus Program	34
National Resources	39





One Step at a Time
to a tobacco-free campus



Making Tobacco Prevention a Priority on Campus

Dear BACCHUS & GAMMA Student and Advisors:

I am pleased to share with you our newest tobacco prevention and control campaign: Journey of a Life Time developed by the BACCHUS and GAMMA Peer Education network to help campuses address tobacco issues ranging from policy development, to awareness campaigns, to encouraging students who smoke to quit. We hope this kit will help to motivate you, our affiliates, to work on this important issue on your campus and in your community.

The BACCHUS and GAMMA Peer Education Network believes the only way to move forward as effectively as possible is to address the issue of tobacco control on campus by building an educational environment based upon cooperation and collaboration. As an organization that has been providing health education resources and training to colleges and universities for more than a quarter of a century, we feel very strongly that we know this market as well as anyone in the country. And one of the things we have learned in the last 25 + years is that we are stronger when we work together than we will be if we do not cooperate. We are fortunate to have many campus colleagues who feel the same way and have been willing to share their wisdom and expertise to make this manual relevant and user friendly for the campus. We would like to specifically thank Dr. Ed Ehlinger (University of Minnesota), Dr. Linda Hancock (Virginia Commonwealth University), Ms. Kimberlee Homer (California Youth Advocacy Network) and Ms. Lori Fresina (American Cancer Society Smokefree New England) for their collegial spirit and we value their talent and efforts in providing leadership to the collegiate tobacco control movement.

Additionally, The U.S. Centers for Disease Control and Prevention (CDC) has selected The BACCHUS and GAMMA Peer Education Network to provide leadership on making tobacco control a higher priority on college and university campuses. This grant has been awarded by the Office on Smoking and Health (OSH) and we are grateful for the opportunity to work with OSH to develop this manual for our affiliates.

As always we believe in the power of peer education. We hope, like the majority of college and university students (64.2%), that most of your students are tobacco-free. Use the positive peer pressure that comes with the social norm approach to convince even more students to get the support they need to quit this unhealthy habit or never even take it up.

We hope you will find this manual a valuable tool for your campus efforts. For additional resources please check our new website www.tobaccofreeU.org. Finally, if you have any questions, suggestions, or comments please feel free to contact us.

Continued success with your efforts on this important issue.

A handwritten signature in black ink that reads "Drew Hunter".

Drew Hunter
Executive Director

Why Do We Need Tobacco Prevention and Control Programming on Campus?

The following section provides information that will be useful as you begin to plan different tobacco prevention and control programs for your campus. This section emphasizes why there is a need for tobacco prevention and control programming on college campuses. You will find important information concerning the different high-risk subpopulations on campus as well as facts on different types of tobacco and secondhand smoke. This information is only the beginning as you tailor and continuously update your program to meet the needs of your unique campus. We encourage you to do further research on these topics by using the resources in the back of this manual. We also encourage you to visit our new website at www.tobaccofreeU.org for further information and to download the resource guide from 2001, "Road Rules: Your Travel Guide to a Tobacco-free Campus."

