

## **SMOKE-FREE UNIVERSITY INITIATIVE REPORT**

### Steering Committee Members

Kenneth Warner, Dean, School of Public Health, Co-chair

Robert Winfield, Chief Health Officer and Director, University Health Service, Co-chair

William Bess, Special Advisor to the Associate Vice President of Facilities and Operations

Gloria Hage, Deputy General Counsel and Associate Vice President \*

Gary Krenz, Special Counsel to the President, Ex Officio

Kallie Michels, Associate Vice President for Communications

Simone Himbeault Taylor, Associate Vice President, Division of Student Affairs

Laurita Thomas, Associate Vice President for Human Resources

Linda Thomas, Manager of Tobacco Consultation Service and Advisor to the Steering Committee

\*Ms. Hage was a member of the committee until resigning her position as Deputy General Counsel and Associate Vice President at the University of Michigan on March 1, 2010, to become the General Counsel, Eastern Michigan University.

### Staff

Lexie Bopp

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## EXECUTIVE SUMMARY

The University of Michigan, under the leadership of President Mary Sue Coleman, is a world leader in health care research and reform. In 2005, a presidential initiative, MHealthy, was established to promote health and healthy living and to assist with the containment of health care costs.

Consistent with the MHealthy initiative, this report focuses on the Smoke-free University Initiative that was announced in April 2009. The president and executive officers stated that effective July 1, 2011 all campuses of the University of Michigan would become completely smoke free. President Coleman appointed Kenneth Warner, Dean of the School of Public Health, and Robert Winfield, Chief Health Officer and Director of the University Health Service, to lead the smoke-free initiative and appointed a Steering Committee of leading University officials to recommend an implementation process.

The Steering Committee was charged to:

- a) review options to address the issues related to the implementation of smoke-free campuses
- b) engage the University community in a dialogue regarding community well-being, the University's mission to educate students both inside and outside of the classroom, the choices of individuals regarding smoking, and health care costs for the University
- c) make implementation recommendations to the President.

The complete Steering Committee charge and list of members can be found in Appendix A, page 17.

Five members of the steering committee chaired subcommittees made up of students, faculty, and staff from the Ann Arbor, Flint and Dearborn campuses. Representatives from Flint and Dearborn served on all subcommittees to inform their campuses regarding the implementation process for the Ann Arbor campus. Both the Flint and Dearborn personnel were charged to design a recommended implementation process for their respective campuses.

All subcommittees included smokers, former-smokers and never smokers. The subcommittees were charged to engage the University community in dialogues regarding smoke-free implementation, community well-being, and the choices of individuals regarding smoking, and then to make recommendations to the Steering Committee. The five subcommittees were:

- Communications
- Facilities, Grounds, and the Ann Arbor Interface
- Faculty and Staff
- Guests, Events and Athletics
- Student Life

The charges and membership of each subcommittee can be found in Appendix B, starting on page 18.

Following are summaries of the Steering Committee's recommendations. The report provides detailed background and support for each.

### **Environment**

Recommendation #1: All University of Michigan facilities, buildings and grounds, including athletic properties, should be smoke free.

Recommendation #2: In general, smoking should not be prohibited on sidewalks adjacent to public thoroughfares on the Ann Arbor campuses.

Recommendation #3: All parking structures and surface lots should be smoke free. This does not include smoking in privately owned vehicles within these locations.

Recommendation #4: There should be no installation of new smoking shelters.

Recommendation #5: Cigarette butt containers and waste receptacles should be removed from building areas and should be located next to public thoroughfares. The impact on surrounding areas should be monitored.

### **Enforcement and Conflict Management**

Recommendation #6: Peer support, supervisory oversight and voluntary compliance should be relied upon to lead to behavioral changes over time. Smokers refusing to extinguish the product or repeat offenders of the policy should be addressed through existing disciplinary or other appropriate processes.

Recommendation #7: UM should provide resources to support managers, supervisors, students, faculty, and staff with methods to address violations in a respectful manner.

Recommendation #8: The Standard Practice Guide should be updated to reflect the University's smoke-free policy.

### **Treatment and Support**

Recommendation #9: MHealthy and the University Health Service Health Promotion and Community Relations department should support faculty, staff and students in their stop-smoking efforts.

## **Communications**

Recommendation #10: The smoke-free policy should be communicated and continually reinforced to all members and guests of the University community in a simple and respectful manner.

Recommendation #11: Signage should be located on the periphery of campus in areas of major public gathering including visitor parking. The signage should communicate that all University facilities, buildings and grounds are smoke-free zones.

## **Policy Management, Assessment and Evaluation**

Recommendation #12: The Tobacco Consultation Service should be responsible for managing ongoing operations, periodic evaluation, response to issues raised by members of the community, education and training, expert consultation to the University, and collaboration with relevant parties.

Recommendation #13: Exceptions to the smoke-free policy should be considered by an advisory committee to be charged by the Executive Officers and reporting to the Chief Health Officer.

Recommendation #14: The University should provide resources adequate to initiate and sustain the recommendations of this report.

## **REPORT**

### **I. Background**

#### **A. Structure of the Steering Committee**

Mary Sue Coleman, President of the University, Kenneth Warner, Dean of the School of Public Health, Robert Winfield, Chief Health Officer and Director of the University Health Service, and Gary Krenz, Special Counsel to the President, invited five leading University officials to serve on the Steering Committee for the Smoke-Free University Initiative. Those invited to serve were:

William Bess, Special Advisor to the Associate Vice President of Facilities & Operations

Gloria Hage, Deputy General Counsel and Associate Vice President

Kallie Bila Michels, Associate Vice President for Communications

Simone Himbeault Taylor, Associate Vice President for Student Affairs

Laurita Thomas, Associate Vice President for Human Resources

These individuals were selected for their expertise and experience. Each chaired a subcommittee pertaining to their area of expertise. A complete membership list of the Steering Committee and the five subcommittees can be found, respectively, in Appendices A and B, beginning on page 17.

#### **B. Context for the Work of the Committee**

The President established the Michigan Healthy Community Initiative (MHealthy) in 2005 to promote health and healthy living and to address the issue of containing health care costs. The MHealthy 5-Year Plan includes environmental changes that will promote health and well-being. The Smoke-Free University initiative is a natural progression of this work. President Coleman announced in April 2009 that all campuses of the University of Michigan would become smoke-free grounds on July 1, 2011. The Steering Committee was charged to develop a plan for the successful implementation of this work. The Steering Committee hosted two informational meetings on the Ann Arbor campus plus one each on the Flint and Dearborn campuses to both inform and learn from students, faculty and staff. Subcommittees held focus groups as well as surveyed students, faculty, and staff on issues regarding health, education, and the process for implementation. Each subcommittee then used the information gathered to develop recommendations for the Steering Committee to consider.

### C. Committee Charge

All University of Michigan campus grounds will become smoke-free spaces on July 1, 2011. The Smoke-Free Steering Committee and the five sub-committees will:

- review options, with pros and cons, to address the issues related to implementation of smoke-free campuses and make recommendations to the President and Executive Officers.
- engage the University community in a dialogue regarding smoke-free implementation, community well-being, the University's mission to educate students both inside and outside of the classroom, the choices of individuals regarding smoking, and health care costs for the University.

Specifically, the Smoke-Free University Committee will:

- seek input from students, staff and faculty through both dialogue and survey instruments.
- identify best practices at other peer institutions and organizations that have become smoke free.
- identify implementation recommendations to sponsors, including the pros and cons.
- communicate with the campus community regarding this issue.

### D. Scope

The scope of this initiative will include the Ann Arbor, Flint and Dearborn campuses. Representatives from Flint and Dearborn will serve on all subcommittees to inform their campuses regarding the implementation process for the Ann Arbor campus. However, both Flint and Dearborn personnel will design an implementation process for their respective campus. The implementation process of the respective campuses is under the leadership of their chancellor.

## II. Principles

The committee was guided by principles that pertain to the University's commitment to a healthier community through implementation of a smoke-free policy:

- The University is committed to an implementation process that is respectful of smokers and non-smokers.
- The committee will benchmark with peer institutions that have become smoke free to determine best practices for the implementation process.
- Students, faculty, and staff will be invited to participate in the design of the implementation process through service on a subcommittee, participation in surveys or focus groups.

- Ongoing campus-wide communication of the work of the committee and the process of implementation of the policy should be clear and transparent.

### III. Input from Students, Faculty and Staff

A significant section of the charge to each subcommittee was to gather input from the University community including students, faculty, and staff regarding how best to implement the smoke-free policy in a respectful manner. Data were collected by the subcommittees using a variety of methods and from this information, recommendations were proposed to the Steering Committee. The voices of students, faculty and staff have been heard and addressed in the recommendations.

- Over 1500 students have participated by taking part in surveys, focus groups or serving on one of the five subcommittees. Two surveys were administered (October 2009 and March 2010) and multiple focus groups convened. While each survey went to a 5,000-student random sample of the UM-Ann Arbor student population, focus groups targeted specific subpopulations, such as international students, fraternity/sorority students, athletes, North Campus students, and University Housing residents. The fall survey garnered 1332 respondents, while the winter survey garnered 516 respondents.
- Over 1,000 faculty and staff also participated by taking part in surveys, focus groups or by serving on one of the five subcommittees. The first survey went to a random sample population of 6,000 U-M Ann Arbor faculty and staff, with 921 responding. An additional survey was administered to the Senate Assembly in which there were 26 respondents. Focus group invitations were distributed to a different random sample population of 6,200 U-M Ann Arbor faculty and staff. The seven focus groups held included never-smokers, former smokers and current smokers. Of the 95 faculty and staff who registered for the focus groups, 64 participated.
- Two Town Hall meetings were held on the Ann Arbor campus - November 12, 2009 at Palmer Commons on central campus and November 19, 2009 at Stamps Auditorium on north campus.
- Town Hall meetings were also held in Flint on February 23, 2010 and in Dearborn on April 13, 2010. Communications to various audiences have occurred for more than a year to:
  - Communicate the policy decisions
  - Encourage and report on the engagement of various constituencies with regard to implementation of the policy
- Information sharing presentations and/or meetings were held with:
  - Senate Advisory Committee on University Affairs (SACUA)
  - Health Science Deans Council
  - Facilities Users Network (FUN)
  - Campus Unions
  - Chief Negotiators
  - Student Government leaders from Michigan Student Assembly (MSA), Rackham Graduate School, and Literature, Science and Arts (LSA). Other student government leaders were invited but did not respond.

- Committee co-chairs (Winfield and Warner) have been interviewed by a number of state and national media. Regular articles also have appeared in the Record and Record Update, the Michigan Daily, Michigan Today and other publications.
  - Links to articles related to smoke-free issues are posted on the Smoke-Free web site.
  - The web site itself has been a communications tool as well, housing background materials, frequently asked questions, and other items.
  - Subject matter experts were engaged in conversations with the Steering Committee. Experts included:
    - Sue Gott, University Planner
    - John Greisberger, Director, International Center
    - Melaku Mekonnen, Director, Family Graduate Student Apartments
    - Dean David Munson, Dean, Engineering
    - Ruth Person, Chancellor, UM Flint
  - Several hundred e-mail messages were received from faculty, staff and students.

#### IV. **Benchmarking with Peer Institutions**

Conference calls were held with individuals from peer institutions who were leaders in the smoke-free process for their campus. In addition, Ruth Person, Chancellor of the UM Flint campus, met with the Steering Committee to share the lessons learned at Indiana State University-Kokomo. Questions asked each institution regarded input from students, faculty, staff and the community, implementation processes, communication, enforcement, compliance, and lessons learned. The peer institutions included:

- Dalhousie University—smoke free September 1, 2003
- Indiana University—smoke free January 1, 2008
- University of Iowa—smoke free July 1, 2008
- Indiana State University-Kokomo—smoke free July 1, 2009
- University of Kentucky—smoke free November 19, 2009

The Educational Measures Work Group of the Student Life Subcommittee also benchmarked Student Government representatives at an array of other institutions with similar smoke free policies in place.

#### V. **Recommendations:**

##### **Environment**

Recommendation #1: All University of Michigan facilities, buildings and grounds, including athletic properties, should be smoke free.

Discussion:

- This recommendation encompasses the smoke-free policy in its entirety. The committee believes that there should be one policy that pertains to all University facilities, buildings and grounds.
- Where possible, this policy includes leased properties.
- Specific consideration was given to issues like tailgates. The committee concluded that there should be no exceptions.
- Renting University facilities to private parties for weddings, celebrations and other events may occur many months in advance of the event. Language should be inserted into all new rental agreements, beginning immediately, so that advance notice of the July 1, 2011 date is given. The recommended language is as follows: *The University of Michigan will become a smoke-free campus on July 1, 2011. Smoking will not be permitted on any U-M grounds, outdoors as well as indoors.*
- U-M should inform all contractors and vendors of the policy as part of their orientation process.
- Questions were raised regarding use of smoking materials in artistic productions and it was determined that the SPG adequately addressed the issue and no change was required.
- Precisely because they are not combusted, smokeless tobacco products should not be covered by this policy.

Recommendation #2: In general, smoking should not be prohibited on sidewalks adjacent to public thoroughfares on the Ann Arbor campuses.

Discussion:

- Because the University does not have sole jurisdiction of the sidewalks that are adjacent to public thoroughfares, smokers will be able to smoke on these sidewalks.
- It is recommended that for the sake of consistency and to avoid confusion, smoking should also be allowed on sidewalks adjacent to University-owned public thoroughfares such as those found on North Campus.
- It is recommended that smoking not be allowed on sidewalks on central campus that are on University-owned property and not adjacent to public thoroughfares.
- Smoking should not be allowed on sidewalks that are adjacent to access drives, loading docks, parking structures, parking lots or along driveways.

Recommendation #3: All parking structures and surface lots should be smoke free. This does not include smoking in privately owned vehicles within these locations.

Discussion:

- The committee strongly supports the first statement of this recommendation—all parking structures and surface lots should be smoke free.

- There was substantial discussion, and differences of opinion, regarding allowing smoking within privately owned vehicles that are in University controlled parking structures.
- Much of the debate related to the Medical Center’s policy of permitting smoking in privately owned vehicles within its parking structures.
- The committee agreed that this situation should be reviewed and assessed in 2-3 years.
- The committee also agreed that exceptions to the policy should be handled by an advisory committee as stated in recommendation #13.

Recommendation #4: There should be no installation of new smoking shelters.

Discussion:

- The committee believes smoking shelters, even in transition, send an ambiguous message potentially interpreted as supporting smoking, reflecting the contrast between having a smoke-free campus policy and using University resources to support the shelters.
- There are currently no “official” smoking shelters on the University of Michigan Ann Arbor campus. However, there is a bus shelter on the Medical Campus that does not display “No Smoking” signs and it is informally being used by smokers as a shelter. The committee recommends that no additional shelters be installed.

Recommendation #5: Cigarette butt containers and waste receptacles should be removed from building areas and should be located next to public thoroughfares. The impact on surrounding areas should be monitored.

Discussion:

- Cigarette butt containers are currently located at building entrances and other areas around campus that are known as gathering spots for smokers. Containers should be moved to locations on sidewalks adjacent to public thoroughfares where smoking is not prohibited.
- The committee expressed concerns about the impact of litter from combusted tobacco products and recommends that these areas be monitored. (See Recommendation #12)
- Similar to our own findings and expectations, area merchants are concerned that there will be more pedestrians smoking along city streets. As reported to University authorities, their only expressed concern regarded whether the number and location of these containers will be sufficient so that their store fronts and properties will not experience an increase in discarded cigarettes.

## **Enforcement and Conflict Management**

Recommendation #6: Peer support, supervisory oversight and voluntary compliance should be relied upon to lead to behavioral changes over time. Smokers refusing to extinguish the product or repeat offenders of the policy should be addressed through existing disciplinary or other appropriate processes.

Discussion:

- The Committee agreed that UM should not consider fines or other explicit penalties as means of primary enforcement.
- Sanctions should be limited to cases of repeated or blatant violations.
- When appropriate, student related smoking violations should be directed to the Office of Student Conflict Resolution (OSCR). OSCR is the institutional guardian for student conflict management and provides a wide spectrum of resolution options from the purely educational to more severe sanctions.
- There are no anticipated changes to the Student Rights and Responsibilities document as this infraction is included in existing broader policies.
- For faculty and staff, enforcement should be handled as with any other University policy violation.

Recommendation #7: UM should provide resources to support managers, supervisors, students, faculty, and staff with methods to address violations in a respectful manner.

Discussion:

- Training tools and other resources should assist managers, supervisors, students, faculty, and staff in addressing the issue of effective communication techniques with smokers whom they may encounter.
- This could include Q&A sheets, scripts, cards for distribution that include information on the smoke-free policy, scripts for talking to a smoker, online tutorials, modeling videos and support tools. Existing training materials should be leveraged and tailored to issues related to smoking.

Recommendation #8: The Standard Practice Guide should be updated to reflect the University's smoke-free policy.

Discussion:

The major proposed changes to SPG 601.4, displayed in Appendix C, page 27, include:

- Replace “all University facilities including University housing facilities” with “all buildings, facilities and grounds under the authority of the Board of Regents of the University”.
- Remove the statement regarding “staying a reasonable distance from building entrances...”
- Provide information regarding the availability of smoking cessation assistance for faculty, staff, and students.

## **Treatment and Support**

Recommendation #9: MHealthy and the University Health Service Health Promotion and Community Relations department should support faculty, staff and students in their stop-smoking efforts.

Discussion:

- The University should continue to provide smoking cessation programs with free or greatly discounted medications and on-going, long-term support groups.
- Evaluation of these programs should occur periodically.
- The Tobacco Consultation Service in collaboration with UMHS and UHS will lead this effort. (See Recommendation # 12)

## **Communications**

Recommendation #10: The smoke-free policy should be communicated and continually reinforced to all members and guests of the University community in a simple and respectful manner.

Discussion:

- Communication is critical to the effective transition to a smoke-free campus. It was discussed by each of the subcommittees and ideas were generated from all groups. An initial communications plan was developed to announce the initiative, and extensive communications have been occurring for more than a year.
- A detailed communications plan was created by the Communications Subcommittee after extensive input from faculty, staff and students (noted in Section III, Input from Students, Faculty and Staff), from peer institutions (Section IV) and from the other subcommittees. The plan should complement the MHealthy and the University Health Service Health Promotion and Community Relations communications efforts.

- Communications should focus on creating a culture of health, and messages should be positive and concise.
- Given our transitory student population, significant communication is recommended for two to three years after the policy is implemented so that it is firmly imbedded in our culture.
- It is particularly critical that we communicate effectively to those visitors who are here infrequently and for whom our messages may not be as easily accessible. This includes those attending events or performances, renting our facilities or participating in other activities.
- Special communication should be tied to smoking cessation programs.
- Global communications are needed for everyone; tailored communications are needed for faculty, staff and students.
- Special outreach should be provided to prospective students, faculty and staff so that they are aware of our policy before they decide whether to join the university community. The rationale for this policy should be clearly defined so that there are coherent and uniform messages as to why the University is going smoke free. Communications should make it clear that this policy is to prohibit smoking on campus and is not requiring anyone to quit smoking as a condition of employment or student status.
- Periodic assessment of success in communications is essential to ensure audiences are aware of the new policy and to determine whether strategies need to be changed to more effectively reach audiences.
- The focus groups and surveys conducted with faculty, staff, and students suggested that multiple modalities of communication are preferred. Most preferred approaches including e-mail messages, posters, signs, and published boundary maps.

Recommendation #11: Signage should be located on the periphery of campus in areas of major public gathering including visitor parking. The signage should communicate that all University facilities, buildings and grounds are smoke-free zones.

#### Discussion:

- Clearly defined and communicated boundaries will help the community and guests adhere to the policy.
- The committee believes that the smoke-free message will become well understood over time with the addition of signage on the periphery of campus along with other planned communication strategies.
- For easy communication to faculty, staff, students, and guests, maps should be developed outlining the boundaries of campus properties including more detailed maps for selective locations that delineate where smoking is not permitted.

- In discussions with the leadership from the office of Architecture, Engineering and Construction, the committee concluded that gateway signs should not be altered to include smoke-free messaging.

### **Policy Management, Assessment and Evaluation**

Recommendation #12: The Tobacco Consultation Service should be responsible for managing ongoing operations, periodic evaluation, response to issues raised by members of the community, education and training, expert consultation to the University, and collaboration with relevant parties.

Discussion:

- The committee felt that the expertise of the Tobacco Consultation Service made it the appropriate coordinating unit regarding faculty, staff, students, guests and the surrounding community to deal with all such issues.
- Complex issues may be referred to the Smoke-Free Advisory Committee discussed in Recommendation #13 below.
- Staff and other resources should be assigned to the Tobacco Consultation Service to address these responsibilities.
- Formal and planned efforts at assessment of the impact of the policy and its implementation should be managed by the Tobacco Consultation Service. A number of issues should be documented including: policy compliance; smoking debris; attitude shifts; implementation problems; geographic challenges (e.g., North Campus); costs of implementation; efficacy of conflict resolution.
- Assessments should utilize focus groups, surveys and interviews with students, grounds maintenance and other staff to understand the distance smokers are traveling to smoke, whether cigarette litter is accumulating in the woods or other North Campus areas, whether student and staff efficiency is being disrupted, or what other solutions or coping strategies have arisen.
- We recommend repetition of the October 2009 student survey following implementation.

Recommendation #13: Exceptions to the smoke-free policy should be considered by an advisory committee to be charged by the Executive Officers and reporting to the Chief Health Officer.

Discussion:

- Modifications to the smoke-free policy may be warranted in the future.

- The Advisory Committee should be composed of faculty, staff, and students and be charged by the executive officers. See Appendix D, page 28 for the draft charge for this committee.

Recommendation #14: The University should provide resources adequate to initiate and sustain the recommendations of this report.

Discussion:

Funds should be provided to support the budgets of each of the following:

- Facilities
  - Signage
  - Butt container repositioning
- Communications
- Tobacco Consultation Service

Approximate budgets are outlined in Appendix F, beginning on page30.

## **Conclusion**

Smoking continues to be one of the leading health issues today, causing a wide variety of diseases as well as other adverse effects, including contributing to the rising costs of health care. The implementation of a smoke-free policy at the University of Michigan supports the MHealthy concept of promoting health and healthy living within the University community. The recommendations presented in this report support a respectful implementation process of the smoke-free policy.

## Appendix A—Steering Committee Charge and Membership



### MHealthy Smoke-free University Initiative

<b>Committee</b>	M-Healthy Smoke-free University Steering Committee
<b>Sponsorship</b>	President Mary Sue Coleman
<b>Statement of Purpose</b>	<p>All University of Michigan campus grounds will become smoke-free spaces on July 1, 2011. This committee and sub-committees will:</p> <ul style="list-style-type: none"><li>• review options, with pros and cons, to address the issues related to smoke-free campuses that have been raised in regard to tobacco use and secondhand smoke exposure and make recommendations to the President.</li><li>• engage the University community in a dialogue regarding community well-being, the University’s mission to educate students both inside and outside of the classroom, the choices of individuals regarding smoking, and health care costs for the University.</li></ul>
<b>Objectives</b>	<p>Specifically, the Smoke-free University Committee will:</p> <ol style="list-style-type: none"><li>1. Seek input from students, staff and faculty through both dialogue and survey instruments.</li><li>2. Identify best practices at other peer institutions and organizations that have become smoke free.</li><li>3. Identify recommendations to sponsors including the pros and cons.</li><li>4. Communicate with the campus members regarding this issue.</li></ol>
<b>Scope</b>	The scope will include the Ann Arbor, Dearborn and Flint campuses.
<b>Membership</b>	<p>The team will be co-chaired by Kenneth Warner, Dean of the School of Public Health, and Dr. Robert Winfield, Chief Health Officer for the University of Michigan and Director of University Health Service.</p> <p>The committee membership will be comprised of the chairs of each subcommittee:</p> <p>Communications: Kallie Michels, Chief Public Relations Officer Student Life: Simone Himbeault Taylor, AVP for Student Affairs Human Resources: Laurita Thomas, AVP and Chief Human Resource Officer Grounds and Facilities: Bill Bess, Special Advisor to the Associate Vice President of Facilities &amp; Operations Guest Relations: Gloria Hage, AVP and Deputy General Counsel</p> <p>Advisor from the Office of the President: Gary Krenz</p> <p>Expert Advisor to the Steering Committee: Linda Thomas, Manager, Tobacco Consultation Service, UMHS</p> <p>Content experts will attend meetings as needed.</p>
<b>Timeline</b>	<p>Team formed and first meeting held by July 1, 2009 Submission of recommendations to President Coleman by September 2010 Implementation of endorsed recommendations by July 1, 2011</p>
<b>Progress Reports</b>	<ul style="list-style-type: none"><li>• Agendas and Meeting Notes</li><li>• Report progress to the Executive Officers on a quarterly basis</li></ul>

## Appendix B: Subcommittee Charges and Membership

### Communications Subcommittee Chair: Kallie Michels

**Sponsorship:** Smoke-free University Steering Committee

**Statement of Purpose:** This subcommittee will, with regard to communications on all Ann Arbor campuses:

- create and manage the communication plan for the Smoke-free University Initiative
- engage in dialogues with relevant individuals representing faculty, staff, students and other non-smokers, ex-smokers, and smokers to identify the most relevant communication messages regarding community well-being, the University's mission to educate students both inside and outside of the classroom, and the choices of individuals regarding tobacco use

#### **Objectives:**

- Create University-wide understanding of the relevant issues.
- Encourage participation in dialogues.
- Communication to future students and guests that is congruent with the overall plan.
- Promote leadership position.

**Scope:** The scope of this work should involve communication with respect to all University of Michigan properties working in collaboration with the Dearborn and Flint campus leadership.

**Timeline:** Completed by October 2010

**Progress Reports:** To Steering Committee

\*\*Membership on all subcommittees must include non-smokers, ex-smokers, and smokers.

#### **Volunteers for Communications Subcommittee**

	<b>Name of Volunteer</b>	<b>Department</b>	<b>Position/Title/Expertise</b>
1	Anne Armstrong	Chelsea Family Practice	Staff Nurse
2	Tom Baird	Dearborn rep	Vice Chancellor of Institutional Advancement
3	Mark Chou	LS&A	Undergrad-LS&A
4	Meghan Genovese	LS&A	Academic Program Manager
5	Laurel Gnagey	Media Relations	Director Internal Communications
6	Deborah Greene	Media Relations	Media Relations/Public Affairs, VP for Communications/Public Affairs Spec
7	Ruth Gretzinger	Mi Marketing & Design	Marketing Communications Specialist
8	Debbie Harju	Registrar	Assistant to University Registrar
9	Jaime Heissler	College of Pharmacy	PhD Pharmacy student (co-chair of Tobacco Cessation Committee)
10	Lisa Hopkins	Rackham	Grad student-Higher Education
11	Peter Logan	Housing	Communications Director
12	Dave Reid	HR	Director of Communications

13	Erica Sanders	Admissions	Director of Recruitment and Operations
14	Rachel Seltz	RHA	RHA Exec Bd member-VP for Records
15	Mel Serow	Flint	Communications Manager, PR
16	Carey Shepard	UMHS	Staff Nurse
17	Carol Tucker	UHS	Health Educator-Web site manager
18	Yi Wang	Rackham	Grad Student-PhD Environmental Health
19	Beverly Wolfe	UMHS-OccuTherapy	Supervisor-Occupational Therapy
20	Emily Youatt	SPH	Grad Student-Health Behavior & Health Education

**Facilities, Grounds and the Ann Arbor Interface Subcommittee Chair: William Bess**

**Sponsorship:** Smoke-free University Steering Committee

**Statement of Purpose:** This subcommittee will, with regard to University facilities, grounds on campus and the interface with the Ann Arbor community:

- engage in a dialogue with relevant individuals regarding community well-being and the choices of individuals regarding smoking.
- review options, with pros and cons, to address the issues related to smoke-free grounds.
- make recommendations to the Smoke-free University Steering Committee.

**Objectives:** Determine a plan, with budget, for signage, trash and cigarette butt container locations.

- Insofar as possible, minimize the impact on merchants, restaurants, hotels, etc., across from and adjacent to campus grounds.
- Identify strategies for use with contractors working on campus properties.
- Identify strategies for enforcement.

**Scope:** The scope of this work should involve facilities and grounds units on all University of Michigan properties and representative individuals from the communities adjacent to University properties. Dearborn and Flint campuses present unique challenges that should be addressed by their leadership.

**Timeline:** Completed by March 2010

**Progress Reports:** To Steering Committee

**Volunteers for Facilities, Grounds and the Ann Arbor Interface Subcommittee**

	<b>Name of Volunteer</b>	<b>Department</b>	<b>Position/Title/Expertise</b>
1	Zohair Ahmad	Rackham	Grad Student-EECS
2	Richard Clark	Maintenance Services	Carpenter (Union rep)
3	Nancy Fleischer	Rackham	Grad Student-SPH-Epidemiology
4	Todd Goetz		State Street Assoc-Ulrich's and MI Book & Supply
5	Sue Gott	AEC	University Planner
6	Larry Hicks	Dearborn	Director of Facilities
7	Kathy Hohn	Flint	Admin Asst, Facilities
8	Swapnaa Jayaraman	Rackham	Grad Student-College of Engineering
9	Stacy Johnson	Facilities & Operations	Human Resources
10	Jim Kosteva	Gov't Relations	Director of Communications
11	Maggie Ladd		S. University Association
12	Jesse Lewit	DPS	11
13	Barbara Lupi	Space Physics	Admin Asst-Space Physics Research Lab
14	Greg Masters	OSEH	Fire Inspector

**Faculty/Staff Subcommittee Chair: Laurita Thomas**

**Sponsorship:** Smoke-free University Steering Committee

**Statement of Purpose:** This subcommittee will engage in a dialogue with staff and faculty regarding community and employee well-being related to personnel and community life on campus and will:

- address the choices of individuals regarding smoking, and health care costs for the University.
- review options, with pros and cons, to address the issues related to smoke-free properties that have been raised in regard to smoking.
- make recommendations to the Smoke-free University Steering Committee.

**Objectives:** Through a dialogue with staff and faculty who are non-smokers, ex-smokers, and smokers:

- identify strategies to encourage a culture of health related to smoking
- collaborate with the communication team
- recommend modifications to the SPG to reflect the new policy
- explore options for working with faculty and employees who are non-compliant

**Scope:** Through a dialogue with staff and faculty who are non-smokers, ex-smokers, and smokers:

- identify strategies to encourage a culture of health related to smoking
- collaborate with the communication team
- recommend modifications to the SPG to reflect the new policy
- explore options for working with faculty and employees who are non-compliant.

**Timeline:** Completed by April 2010

**Progress Reports:** To Steering Committee:

**Volunteers for Faculty/Staff Subcommittee**

	<b>Name of Volunteer</b>	<b>Department</b>	<b>Position/Title/Expertise</b>
1	Laurita Thomas	UHR & HR Strategy & Planning	AVP & Chief HR Officer, F/S Subcommittee Chair
2	Meaghan Haas	HR Benefits Office	Benefits Administrator, Subcomm Staff
3	Jill Beeson	LS&A-Biology Dept	Undergrad Services Assistant
4	Patricia Bradley-Diehl	SPH	Web Designer and Administrator
5	Theo Chalogianis	DPS	Officer & Policing Coord, N. Campus
6	Diana Curran	Flint	Director of HR
7	Jeff Evans	Dearborn	Director of HR
8	Robert Frost	School of Information	Assoc Professor of Information
9	Jeff Frumkin	University HR	Assoc Provost and Senior Director
10	Steve Kime	Int'l Center	Health Insurance Advisor
11	John Kuwada	LS&A-Biology Dept	Professor of Molecular, Cellular and Developmental Biology
12	Rachel McDuffie	UHMS-Emergency Med Research	Clinical Research Project Manager
13	Nina Mendelson	Law School	Professor of Law
14	Katie Oppenheim	UMPNC	Chair, UMPNC and RN
15	Tina Pryor	School of Dentistry	HR Officer Lead
16	Robert Stach	Chemistry	Chair of Faculty Council and Chair of Chem/Biochem Dept at Flint
17	Janet Sopp	UMH Contracts &	Business Systems Analyst Assoc

		Procurement	
18	Linda Thomas	Tobacco Consultation Service	Manager
19	Huey-Ming Tzeng	School of Nursing	Associate Professor of Nursing
20	Janis Williamson	Mngd Care-UHS	Patient Srvc Rep

**Guests, Events and Athletics Subcommittee Chair: Gloria Hage**

**Sponsorship:** Smoke-free Steering Committee

**Statement of Purpose:** This subcommittee will, with regards to guests, events, public performances, athletic events, and athletic properties on campus, engage in a dialogue with relevant individuals regarding the University's decision to become smoke free and the effects on our community guests and will:

- review options, with pros and cons, to address the issues related to smoke-free grounds.
- make recommendations to the Smoke-free University Steering Committee.

**Objectives:** Through a dialogue with relevant individuals who are non-smokers, ex-smokers, and smokers:

- recommend broadly applicable strategies for events on campus properties including performance art, athletic events, athletic properties, and tailgates.

**Scope:** The scope of this work should involve representatives from Guests Relations, Event Planning and Athletics on all University of Michigan properties.

**Timeline:** Completed by March 2010

**Progress Reports:** To Steering Committee

**Volunteers for Guests, Events and Athletics Subcommittee**

	<b>Name of Volunteer</b>	<b>Department</b>	<b>Position/Title/Expertise</b>
1	Ali Besharatian	Rackham	Grad Student-Engineering
2	Dana Burkley	Med Schl Admin-Office of Regulatory Affairs	Conflict of Interest Specialist (Former Coordinator, UM Tobacco Research Network out of SPH)
3	Adam Cole	Rackham	Grad Student-Pharmacy President-Rackham Student Govt
4	Tom Heywood		State Street Association
5	Cliff Douglas	SPH	UM Tobacco Research Network
6	Gary Hicks	DPS	Sgt. -Dept of Public Safety
7	Erika Hrabec	Office - President	Deputy Assistance to the President
8	Katy Jackson	Rackham	Grad Student-School of Kinesiology & Asst Dir of Mrkting&Promotions at Athletics
9	Jeff Kuras	University Productions	Director University Productions and Adjunct Assistant Prof of Theatre, Schl of Music, Theatre & Dance
10	Erika Johnson	New Student Programs	Asst. Dir New Student Programs
11	Annette Lozon	Gov't Relations	Gov't Relations Assoc
12	Peter Ludt		State Street Assoc-Espresso Royale
13	Phyllis Meadows	SPH	Assoc Director of Public Health
14	Stephanie Small	Rackham	Grad Student
15	Dorothy Smith-Fesl	School of Dentistry	Facilities Manager

**Student Life Subcommittee Chair: Simone Himbeault Taylor**

**Sponsorship:** Smoke-free University Steering Committee

**Statement of Purpose:** This subcommittee will, with regard to students and student life on campus, engage in a dialogue with students regarding student well-being, the University's mission to educate students both inside and outside of the classroom, and the choices of individuals regarding smoking and will:

- review options, with pros and cons, to address the issues related to smoke-free University properties that have been raised in regard to smoking and secondhand smoke exposure
- make recommendations to the Smoke-free University Steering Committee

**Objectives:** Through a dialogue with students who are non-smokers, ex-smokers, and smokers:

- make recommendations regarding changes to the Statement of Student Rights and Responsibilities that align with the concept of smoke-free University properties and grounds.
- identify themes relevant to students that convey respect for student rights and responsibilities with regard to smoking on campus.

**Scope:** The scope of this work should involve students on the Ann Arbor campus of the University of Michigan. The Dearborn and Flint campuses will be responsible for their similar implementation plans.

**Timeline:** Completed by March 2010

**Progress Reports:** To Steering Committee

**Volunteers for Student Life Subcommittee**

	<b>Name of Volunteer</b>	<b>Department</b>	<b>Position/Title/Expertise</b>
1	Marsha Benz	UHS	Health Educator
2	Albert Chang	Flint	Student, Member of Theta Chi Fraternity and Student Government
3	Chris Chiles		Undergrad-Chemistry Natl Bd of Dir for Students for Sensible Drug Policy
4	Kris Day	Dearborn	Director of Student Life
5	Jesse Fernandes	Rackham	Grad Student- Urban Planning
6	John Greisberger	Int'l Center	Director
7	Ann Hower	Office of New Student Programs	Director
8	Brandon Kappy	LS&A	Undergrad
9	Stephenie Lazarus	Greek Life	Undergrad
10	Malinda Matney	DSA	Senior Research Associate
11	Melaku Mekonnen	Family Housing	Director
12	Kevin Mowers	Res Hall	Alice Lloyd Res Hall Director
13	Daniel Pak	Rackham	Med Student-2 <sup>nd</sup> year
14	Sara Parker	Rackham	Grad Student-Molecular, Cellular, & Developmental Biology
15	Kathryn Richey		Dental Student
16	Mike Rorro	MSA	Economics/Arabic Language

17	Jennifer Schrage	OSCR	Director
18	Mary Beth Seiler	Greek Life	Director
19	Todd Sevig	CAPS	Director of Counseling and Psychological Services
20	Karen Sherbrook	Facilities	Building Facilities Manager
21	Ankur Sohoni	LS&A	Sophomore
22	Sara Spangelo	Rackham	Grad Student-Aerospace Engineering

The subcommittee created three work groups to fulfill its mission:

<b>Student Input</b>	<b>Health &amp; Wellness</b>	<b>Educational Measures</b>
Lead, <i>Malinda Matney</i>	Leads <i>Marsha Benz &amp; Todd Sevig</i>	Leads <i>Jennifer Schrage &amp; Melaku Mekonnen</i> . Beginning January 2010, <i>John Greisberger</i>
Kris Day John Greisberger Brandon Kappy Kevin Mowers Kathryn Richie Mary Beth Seiler Daniel Pak	Kris Day Stephenie Lazarus Karen Sherbrook Sara Spangelo Ann Hower Ankur Sohoni Albert Chang	Christopher Chiles Jesse Fernandes Michael Rorro Mary Beth Seiler

**Composition of All Subcommittees\*:**

	<b>Self-reported #</b>		<b>Self-reported #</b>		<b>Self-reported #</b>
<b>Students</b>		<b>Staff</b>		<b>Faculty</b>	
Smoker	11	Smoker	10	Smoker	2
Never smoker	24	Never smoker	23	Never smoker	3
Former smoker	0	Former smoker	12	Former smoker	0
Male	11	Male	22	Male	3
Female	14	Female	43	Female	3
Asian	7	Asian	0	Asian	2
Black	0	Black	6	Black	0
Hispanic	1	Hispanic	1	Hispanic	0
Native American	0	Native American	0	Native American	0
White	13	White	54	White	3

\*Numbers may not add up because not all participants self-identified ethnicity or smoking status.

## Appendix C: Proposed changes to SPG 601.4

### THE UNIVERSITY OF MICHIGAN STANDARD PRACTICE GUIDE

**SECTION:** General University Policies and Procedures  
**SUBJECT:** Smoking on University Premises  
**APPLIES TO:** All Faculty, Staff, Students, and Visitors  
**ISSUED BY:** Office of the President

**Number:**601  
**Revised:**update  
**Date Issued:** 01/01/87  
**Review Date**update  
**Attachment(s)** 0

#### **I. Policy**

In recognition of tobacco smoke health risks, the University will provide a smoke free environment for its faculty, staff, students and visitors. The right of a non-smoker to protect their health and comfort will take precedence over others desire to smoke.

#### **II. Regulations**

A. Smoking is prohibited in all University buildings, facilities, grounds, and in University vehicles under the authority of the Board of Regents of the University, except as indicated below.

B. Smoking in University facilities will be permitted for controlled research, educational, theatrical, or religious ceremonial purposes, with prior approval of the Dean or Director responsible for the facility.

C. The sale of tobacco products is prohibited in all University buildings, facilities and grounds under the authority of the Board of Regents of the University.

D. Assistance with smoking cessation for faculty and staff is available through MHealthy, [www.mhealthy.umich.edu](http://www.mhealthy.umich.edu), which includes information about the UM Tobacco Consultation Service, current health plan offerings and available on-line programs. Students can receive assistance through the University Health Service and the Tobacco Consultation Service.

#### **III. Procedures**

The success of this policy depends upon the thoughtfulness, consideration, and cooperation of smokers and non-smokers. All faculty, staff, students, and visitors share the responsibility for adhering to and enforcing the policy. Any concern should be brought to the attention of the individuals responsible for the operation of the University facility in question and/or the Supervisor responsible for the work area. Any exceptions to this Standard Practice Guide must be approved by the appropriate executive officer or designated representative.

**Appendix D: DRAFT:**

**Charge to the Smoke-Free University Advisory Committee**



**MHealthy Smoke-Free University Initiative**

**Committee** Smoke-Free University: Advisory Committee

**Sponsorship** Executive Officers

**Statement of Purpose** This committee will advise on fully achieving the commitment to a smoke-free University by:

- Monitoring the implementation plan to achieve a smoke-free University
- Advising on specific communication strategies
- Advising on challenges and issues that arise for the University and its neighboring communities
- Addressing policy revisions on a periodic basis

**Objectives** This committee will collaborate with the MHealthy Program to achieve a culture of health by:

- Sustaining the University’s commitment to a smoke-free environment
- Reviewing the action plans of the Tobacco Consultation Service, including formal and planned efforts for assessment and monitoring of the implementation plan
- Supporting the objectives of effective conflict management resolution in achieving compliance with the smoke-free University policy

**Scope** The scope of this work should address compliance with the smoke-free policy for the University of Michigan

**Membership**

Chair: Chief Health Officer  
Ex Officio: Manager, Tobacco Consultation Service

Faculty: Two Faculty representatives (one each) from Central and North Campuses, recommended by SACUA and appointed by the Provost for 3 year terms (alternating)

Staff: Two staff representatives from Voices of the Staff-3 year terms (alternating)

Students: One Graduate student, one undergraduate student-1 year term

Others: Representative from the Office of the University Planner-as assigned by head of office  
Representative from the Office of the General Counsel-as assigned by head of office  
Representative from the Office of Student Conflict and Resolution-as assigned by head of office  
Representative from Human Resources—as assigned by head of office

**Timeline** First Year: Quarterly Meetings  
Second year and Beyond: Bi-annual meetings

**Progress Reports** To Executive Officers

Appendix E: University of Michigan Smoke-free Logo



MICHIGAN

## Appendix F: Approximate Budgets

### Communications Budget

Work Focus Area	Description	Estimated cost
Concept development	Michigan Marketing & Design	\$4,000
Concepts developed into final designs	Michigan Marketing & Design	\$4,000
Gum giveaway	Includes project management, design, production, and shipping fees	\$3,100
Posters, bus signs, table tents	<ul style="list-style-type: none"> <li>• \$900 project management &amp; design</li> <li>• \$615 printing 500 posters; 60 bus signs</li> <li>• \$1,145 Student Organization Resource Center (SORC) fees for bus signs--\$92 per week to display 2 sets (60 in total) or 2 signs per bus (12 weeks minimum—6 spring and 6 fall) and \$41 for glue mounting fees</li> <li>• \$2,200 for table tents</li> <li>• Applying for space in residence halls, organizing posters for distribution in residence halls, and mailing to halls: 6 hours at \$60/hour</li> </ul>	\$5,220
Ads in Daily and Record	<ul style="list-style-type: none"> <li>• \$500 project management &amp; design</li> <li>• \$498 insertion in Daily</li> <li>• \$582 insertion in Record (Recommend no less than 3 insertions per publication)</li> <li>• \$500 for one month—Running top banner ads in Daily</li> </ul>	\$4,240
Plasma screen ads	<ul style="list-style-type: none"> <li>• \$180 project management &amp; design</li> <li>• \$940 SORC fees--\$78.40/week to run with existing art (12 weeks minimum—6 spring &amp; 6 fall)</li> </ul>	\$1,120
<b>Total budget request</b>		<b>\$21,680</b>

## Tobacco Consultation Service Budget

### Position Description

**Suggested title:** Program Coordinator

**FTE:** .5 FTE

**Reporting:** Reports to Manager, Tobacco Consultation Service

**Basic duties:** The program coordinator will oversee education and training, evaluation, data collection, and enforcement strategies for the University of Michigan smoke-free environment (SFE) policy. Tasks will also include responding to and researching questions and concerns regarding SFE enforcement. A detailed outline, based on prior Tobacco Consultation Service experience as well as information from peer institutions, is below. Also, see attached position description for detailed duties and responsibilities (exact title is still being determined).

<b>Work Focus Area</b>	<b>Description</b>	<b>Estimated hrs/month</b>
SFE Strategy Development and Execution	Work with SFE committee and related departments to create and sustain a measureable, enforceable SFE policy	8 hrs/mo
Customer Service	Respond to/research questions and concerns from UM community related to SFE. Average 10 inquiries per week + research time.	20 hrs/mo
Wellness Champion Training	Conduct monthly trainings for wellness champions to provide tools and resources related to the SFE. Includes training preparation, actual training, travel time and post-training follow-up. Estimated two trainings per month with 20 participants in each training (this will allow 10 months of training to train 400 wellness champions)	12 hrs/mo
Department/Faculty/Staff/Student training	Conduct trainings for departments, faculty, staff and students to provide tools, resources and critical information with regard to the SFE. Includes training preparation, actual training, travel time and post-training follow-up. Estimated two trainings per month.	12 hrs/mo
Policy Enforcement	Attend regular meetings with relevant departments (eg., Security) to discuss enforcement issues, develop additional strategies based on feedback, etc.	16 hrs/mo
Data collection, analysis and reporting	Collect environmental impact data (eg., tobacco refuse, etc.) analyze and develop reporting package that will distributed regularly to stakeholders	12 hrs/mo
<b>Total</b>		<b>80 hrs/mo (20 hrs/wk)</b>

**Estimated Annual Costs:**

<b>Description</b>	<b>Estimated Cost</b>
Salary (FTR = \$45,000)	\$22,500
Benefits	\$7,425
Furniture/equipment	\$5,000 (year 1 only)
Commodities	\$5,000
Printing for supervisor training kits	\$4,000
Database development (40 hours @ \$75/hour)	\$3,000 (year 1 only)
Ongoing database and reporting support	\$2,000
Other misc. expenses (room rental, hosting for trainings, etc.)	\$2,000
Annual assessment consultation	\$1,000
<b>Total budget request</b>	<b>\$51,925</b>

### Facilities Budget (3 years)

<b>Work Focus Area</b>	<b>Description</b>	<b>Estimated cost</b>
Temporary signage	Includes removal of old smoke free building decals	\$39,000
Permanent signage	Includes removal of temporary signs*	\$56,000
Ash urn removals	Labor	\$35,000
Clean-up	Butt removal	Year 1 = \$18,000 Year 2 = \$10,000 Year 3 = \$ 4,500
<b>Total budget request</b>		\$167,500

\*Note that the plan is that all of the permanent signage would be installed at the same time as temporary. \$88,000 will be needed for work to be done before July 2011 and immediately after. The remaining \$7,000 is for labor to remove temporary signs in 2-3 years.

### Total Budget Request (Approximate) for Implementation of the Smoke-Free Policy

<b>Department</b>	<b>Amount</b>
Communications	\$ 21,380
Tobacco Consultation Service	\$ 51,925
Facilities	\$167,500
<b>Total Budget Request (Approximate)</b>	<b>\$240,805</b>