

MAINE TOBACCO FREE COLLEGE INITIATIVE

Smoke & Tobacco-Free Campus Case Study Portfolio



BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE

About the Tobacco-Free Campus Case Study Portfolio

The Breathe Easy-Maine Tobacco-Free College Initiative is pleased to present this Tobacco-Free Campus Case Study portfolio. The purpose of these case studies is to provide insight into the process of adopting and enforcing a smoke and tobacco-free policy at four institutions in Maine of various campus demographics. Tobacco use remains the leading cause of preventable death and disease in Maine and the United States. The 2006 and 2010 U.S. Surgeon General reports both emphasize there is no safe level of exposure to secondhand smoke. Smoke and tobacco-free policies have a positive impact on helping smokers quit and preventing individuals from ever starting.

Addressing tobacco on campus is one way institutions of higher education can fulfill a commitment to providing a healthy and safe environment for all students, faculty, staff and visitors. Various campuses throughout Maine were selected to feature in these case studies to highlight the wide level of strategies that exist to adopt and implement smoke and tobacco-free campus policies. Initial interviews were conducted in person by BEC staff between July and December 2015 at four schools— Colby College, Kennebec Valley Community College, Saint Joseph's College and The University of Maine.

The development of the Tobacco-Free Campus Case Study Portfolio was made possible by grant funding from the Maine Cancer Foundation. Backbone funding for the coalition is provided by the Partnership for a Tobacco-Free Maine, Maine Center for Disease Control and Prevention, Department of Health and Human Services. The Breathe Easy Coalition and Maine Tobacco-Free College Network are housed at the City of Portland's Public Health Division.

March 2016

Breathe Easy—Maine | www.BreatheEasyMaine.org



Colby College

4000 Mayflower Hill
Waterville, Maine 04901
www.colby.edu

Colby



School type: private, independent, four-year, liberal arts college

Campus size: 714 acres

Full-time Student Enrollment: 1,850

Effective date of 100% tobacco-free campus: October 1, 2013

Interviewee: Ruth Jackson, Vice President for Communications

What was the process of adopting the policy at Colby College?

Former President, William D. Adams, announced in September 2012 that Colby College would implement a phased in approach over the 2012-2013 academic year to transition to a 100% tobacco-free campus. During the 2012-2013 academic year the use of tobacco was prohibited throughout the campus, with the exception of three designated areas. This was determined to be a logical intermediary step in adopting a 100% tobacco-free campus for Colby. In addition, education about cessation resources was communicated to the campus community. Effective September 1, 2013, the temporary smoking areas were removed and the entire campus was designated 100% tobacco-free.

“The ultimate goal of the policy is providing a healthy, comfortable and productive work and study environment for all faculty, staff and students.”

-William D. Adams, former President

What was the driving force behind the policy change at Colby College?

President Adams was very clear that the rationale behind the policy was health related. Included in the rationale for the policy change was the indisputable fact from the Surgeon General that there is no safe level of exposure to secondhand smoke and tobacco use is the leading cause of preventable disease and death. President Adams stated the ultimate goal

of the policy is to provide a healthy, comfortable and productive work and study environment for all faculty, staff and students. The policy rationale states in the interests of reducing harm from tobacco use and secondhand smoke, providing an environment that encourages persons to be tobacco-free, reducing long-term health-care costs, and to promote a campus culture of wellness. President Adams wanted Colby to be the healthiest environment that it can be for all members of the community.

What products are included in the 100% tobacco-free campus policy and where are these products prohibited at Colby College?

The campus policy defines as the use of all tobacco products including, possession of any lighted tobacco products, or the use of any type of smokeless tobacco including electronic cigarettes and chewing tobacco. The policy also states the use of any such products will not be permitted on any College-owned property, including, but not limited to buildings, grounds, parking areas, walkways, recreational and sporting facilities and College-owned or leased vehicles.



Were there any costs associated with adopting the 100% tobacco-free campus policy?

The only cost incurred in adopting the policy at Colby College was for signage and door decals. To keep costs minimal, existing signage was modified to indicate the tobacco-free campus status. Additional communication to announce the policy included multiple campus emails, information posted on the campus website and other campus publications. It was not cost prohibitive.

How is the policy at Colby College enforced?

At Colby it is the responsibility of all campus community members to abide by and enforce the tobacco-free campus policy. This includes reminding people seen using tobacco that the campus is 100% tobacco-free. The tobacco policy is posted on the Human Resources webpage and written into the student handbook. The student handbook outlines progressive disciplinary action for the policy that includes multiple verbal warnings with the intent to provide opportunities to abide the policy as well as help those who want to quit tobacco.

What is the best part of having a 100% tobacco-free campus policy?

“It is nice to not be exposed to secondhand smoke. Colby has a culture of wellness, it always has; people are active, people are healthy and love being outdoors. And the same with our faculty and staff. We have a lot of programs for our community to help people stay healthy—and this is an extension of that—one more expression of a healthy community and healthy people.”

“Colby has a culture of wellness, it always has; people are active, people are healthy and love being outdoors. And the same with our faculty and staff...we have a lot of programs for our community to help people stay healthy—and this is an extension of that—one more expression of a healthy community and healthy people.”

-Ruth J. Jackson,

Vice President for Communications

What advice would you have for a school that is thinking about adopting a 100% tobacco-free campus?

“Not everybody is going to quit because tobacco is banned on campus, but it is important to make sure that people are aware of the resources available to help; emphasizing cessation resources available to people is really important. Ultimately the policy is out of care for the best interest of the community. It's not restriction for the sake of restriction. Communicate the values behind the policy, being clear it's a value driven proposition.”

Kennebec Valley Community College

92 Western Avenue
Fairfield, Maine 04937
www.kvcc.me.edu



School type: public, two-year community college

Campus size: 70 acres Main Campus, 600 acres Harold Alfond Campus

Full-time Student Enrollment: 2,436

Effective date of 100% tobacco-free campus: June 2006

Interviewee: Diane Sauter-Davis, Betsy Priest & Karen Delile, Employee Wellness Committee members

What was the process to adopting the policy at Kennebec Valley Community College?

The process of adopting a tobacco-free campus policy started as part of a conversation among the Employee Wellness Committee members. A smoke-free campus advisory was adopted in the late 1990s before being enacted as an official smoke-free campus policy. The smoke-free campus policy was revised in June 2006 making the campus the first 100% tobacco-free college or university in Maine. The policy was most recently amended in June 2012 to include new tobacco products including electronic smoking devices, such as e-cigarettes.

“Kennebec Valley Community College joins with the American College Health Association in supporting the findings of the Surgeon General that tobacco use in any form, active and passive, is a significant health hazard.”

-KVCC Tobacco Policy

and support healthy environments. John created the campus Employee Wellness Committee, which served as a policy committee. This group drafted the policy that was brought to the administration for approval. Support also came from Respiratory Therapy Program Coordinator, Barbara Larsson, RRT, M.Ed. and the Respiratory Therapy Program students. The Respiratory Therapy Program has a long history of organizing and hosting events on campus as part of the Great American Smokeout, an annual event supported nationally by the American Cancer Society, and was supportive of adopting a tobacco-free campus policy.

What was the driving force behind the policy change at Kennebec Valley Community College?

The decision to become a tobacco-free campus was part of an effort to support healthy living across campus. Former President, Barbara Woodlee and long-time Chief Financial Officer (CFO), John Delile both wanted KVCC to be a leader in the local community, including having policies that create

What products are included in the 100% tobacco-free campus policy and where are these products prohibited at Kennebec Valley Community College?

The use of tobacco products or any object or device intended to simulate that use, including electronic cigarettes, is strictly prohibited on all campus property, except within the confines of personal vehicles. The policy extends to all college leased vehicles.



Were there any costs associated with adopting the 100% tobacco-free campus policy?

The cost to implement the policy at Kennebec Valley Community College was minimal and included purchasing signs for campus property. Additional, ongoing communication for the campus policy is posted on the KVCC website, included in student and employee handbooks, during new student orientation and during campus tours or visits.

How is the policy at Kennebec Valley Community College enforced?

At KVCC it is the responsibility of all campus community members to abide by and enforce the policy. Success depends heavily on enforcement, which has been achieved by asking all employees to remind violators of the policy by asking individuals to extinguish and stow all tobacco or smoking materials when violations are seen occurring.

Campus security and

night security police the campus grounds and address violators. Repeat offenders can be fined \$10. Additionally, students in Phi Beta Kappa (a student leadership group) also work to support the campus policy. Both employee and student buy-in is critical to policy compliance.

What is the best part of having a 100% tobacco-free campus policy?

Not having secondhand smoke on campus and not seeing any litter on campus, it is an exception to find a cigarette butt, it positively affects the whole community. People take pride in our campus—everyone is very respectful. The support from current administration—they are taking strides to maintain a healthy learning environment for students, faculty and staff.

What advice would you have for a school that is thinking about adopting a 100% tobacco-free campus?

“It is going to take time and you have to expect that it is going to be a process. Build your policy around what it is you can do at the time your working on developing the policy and then keep adjusting it as you go. Once you meet one benchmark then move onto the next one and have your policy reflect the changes. This is how it can be most successful and create community support.” -Diane Sauter-Davis

“You have to expect that it is going to be a process and that it’s going to take time. Build your policy around what you can do at the time and then adjust it as you go. Once you meet one benchmark then move to the next one and have your policy reflect these changes.”

-Diane Sauter-Davis,
KVCC Instructor & Employee Wellness Committee Chair

Northern Maine Community College

33 Edgemont Drive
Presque Isle, Maine 04769
www.nmcc.edu



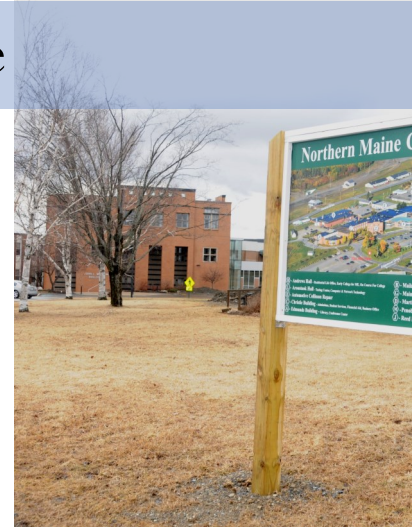
School type: public, two-year community college

Campus size: 87 acres

Full-time Student Enrollment: 626

Effective date of 100% tobacco-free campus: September 1, 2014

Interviewee: Linda Mastro, Director of Health Services



What was the process to adopting the policy at Northern Maine Community College?

The process to adopt a 100% smoke and tobacco-free campus policy at Northern Maine Community College (NMCC) unofficially started in 2009 with a pilot program on campus to help students quit smoking. Linda Mastro, Director of Health Services at NMCC started working with the Partnership for a Tobacco-Free Maine and Maine Tobacco HelpLine operated by the MaineHealth Center for Tobacco Independence to offer free nicotine replacement medication to those who utilize the campus health services. In addition to this pilot program, Linda worked with the nursing students to do tobacco

“How the students have accepted the policy on campus has been a positive step forward. We really haven’t had anything negative, it’s been positive.”

-William Egeler, Dean of Students

prevention education on campus and throughout Aroostook County, which was tied into the American Cancer Society’s annual Great American Smokeout. Linda also launched a “Leave the Pack Behind” quit program and support group to assist students with quitting tobacco prior to graduating from NMCC. The education conducted helped facilitate the conversations on the NMCC campus that ultimately resulted in

the adoption of a 100% smoke and tobacco-free campus policy that took effect in September 2014.

What was the driving force behind the policy change at Northern Maine Community College?

NMCC President, Timothy Crowley wanted get the policy adopted on campus in conjunction with the new Smith Wellness Center and move the policy ahead on campus on their own timeline. At the time Northern Maine Community College was discussing policy change, Representative Ben Chipman had proposed LD 468- An Act To Protect Public Health at Public Institutions of Higher Education during the 126th Maine Legislative session, which would have required all public colleges and universities in Maine to adopt smoke and tobacco-free campus policies within a set timeline.

What products are included in the 100% tobacco-free campus policy and where are these products prohibited at Northern Maine Community College?

The NMCC policy defines tobacco as the smoking or use of all cigarettes, cigars, snuff, smokeless tobacco, snus, electronic cigarettes and other non-FDA approved nicotine delivery systems. The policy applies to all employees, contractors, students and visitors. Tobacco use is prohibited in all enclosed areas where work/education is performed as well as in all restrooms, meeting rooms, dining facilities, residence facilities, private offices, all outdoor locations including eating areas, parking lots and within vehicles— including personal vehicles when parked on college property, all college-owned or leased vehicles used by employees or students and in all employee-owned vehicles used in the course of work whenever other employees or another person is in the vehicle for work-related reasons.



Were there any costs associated with adopting the 100% tobacco-free campus policy?

The cost to implement the policy at Northern Maine Community College was minimal. The biggest expense was for new signage, which was partially paid for by Healthy Aroostook, a local Health Maine Partnership and completed as part of a campus construction project and some beautification work on the grounds.

How is the policy at Northern Maine Community College enforced?

It is the responsibility of all NMCC employees and students, both tobacco users and non-users to follow and enforce the policy. Should an issue occur the policy advises noncompliance issues be brought to the attention of the appropriate supervisor, faculty member or responsible administrator.

Violations of the policy are handled through the established disciplinary procedures for employees and the Student Code of Conduct for students.

“Being tobacco-free on our campus we’ve been able to educate and help students to best prepare them for their future careers.”

-Linda Mastro, Director of Health Services

What is the best part of having a 100% tobacco-free campus policy?

“As we have moved into our new wellness center and are working to promote full body wellness, being tobacco-free is a part of that. Being tobacco-free on our campus we’ve been able to educate and help students to best prepare for their future careers. We have so many students in trades programs that are going to be working for companies that also have tobacco-free workplace policies, so this is good preparation for them.”

What advice would you have for a school that is thinking about adopting a 100% tobacco-free campus?

Once you take the first step towards tobacco free; you will be surprised how easy and beneficial for the campus community it will be.

Saint Joseph's College

278 Whites Bridge Road
Standish, Maine 04084
www.sjcme.edu



School type: private, Catholic, four-year, liberal arts college

Campus size: 430 acres

Full-time Student Enrollment: 962

Effective date of 100% tobacco-free campus: August 19, 2013

Interviewees: Jenna Chase '11 Wellness Coordinator, Brett O'Kelly, Class of 2016 Student President

What was the process to adopting the policy at Saint Joseph's College?

SJC President, Dr. James Dlugos announced in February 2013 that the college would transition to a tobacco-free campus on August 19, 2013. The decision to adopt a 100% tobacco-free campus policy had been part of a dialogue for some time on campus; as a Saint Joseph's student, Jenna Chase spent part of her internship researching the tobacco policy status of other colleges and universities in Maine and New England. In addition to adopting the policy and supporting the charge for healthy living, the College created a wide spectrum of wellness offerings. To create a supportive environment, the College formed a Tobacco Free Committee, representing 12 departments, that spent seven months to fully implement the policy. Members of the committee received training to aid others as they take proactive steps toward living a more healthy

“In an effort to improve the health of the entire Saint Joseph's community, the College went tobacco-free on August 19...to protect smokers and non-smokers alike.”

life. Committee members were available to assist anyone with questions or those who were seeking further assistance.

What was the driving force behind the policy change at Saint Joseph's College?

The decision to become a tobacco-free campus was part of an effort to improve the health of the entire Saint Joseph's community. In summer 2013, an article in SJC Magazine

stated the policy would protect smokers and non-smokers alike, and especially those who have respiratory health concerns. The rationale for adopting a tobacco-free campus policy was part of an initiative to make the whole campus as healthy as possible. This initiative was simultaneously supported by then first-year student, Brett O'Kelly, who was challenged by his soccer coach to meet with President Dlugos to discuss the issues he was facing on a daily basis with his asthma while being exposed to secondhand smoke outside his dorm window.

What products are included in the 100% tobacco-free campus policy and where are these products prohibited at Saint Joseph's College?

The SJC policy defines tobacco use as the possession of any lighted tobacco products: cigarettes, pipes, cigars, hookah, or the use of any type of smokeless tobacco including smokeless cigarettes, vaping, or chewing tobacco. The use of tobacco and all smoking products is not permitted on any college-owned property, including but not limited to, residences, buildings, college grounds, rights of way, parking areas, walkways, recreational and sporting facilities and college-owned vehicles. The policy applies to faculty, staff, students, alumni, contractors, vendors and visitors.



Were there any costs associated with adopting the 100% tobacco-free campus policy?

The cost to implement the policy at Saint Joseph's was minimal; primarily for campus signs and print materials including reminder cards, table tents, quit kits and a few large posters of Blue, the SJC Sebago Lake creature mascot. The funding for these materials was paid for with a mini-grant from Healthy Lakes, the local Healthy Maine Partnership at the Public Health Program at the Opportunity Alliance that serves the town of Standish.



SJC poster of Blue

How is the policy at Saint Joseph's College enforced?

At SJC it is the responsibility of all campus community members to abide by and enforce the tobacco-free campus policy. This includes reminding people seen using tobacco that the campus is 100% tobacco-free. There is signage as you enter the campus, and reminder cards are available for the campus community to give out to those violating the policy.

What is the best part of having a 100% tobacco-free campus policy?

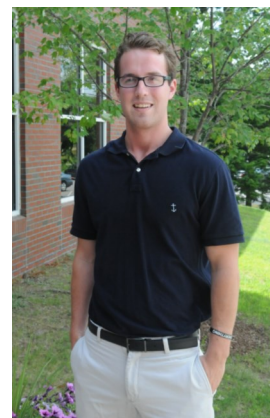
"Hearing personal success stories from people on campus who have quit or drastically reduced their tobacco use because of the policy change on campus and with time those individuals have come to me seeking assistance with increasing physical activity and nutrition advice." -Jenna Chase

What advice would you have for a school that is thinking about adopting a 100% tobacco-free campus?

"It's not going to happen overnight. It's going to be frustrating, but you will get through it. Don't reinvent the wheel, reach out to schools who have already gone tobacco-free with what they did for a policy implementation timeline. Ask them questions to help figure out how their policy change happened to make yours as easy and smooth as possible." -Jenna Chase

"It was causing difficulties on and off the [soccer] field with breathing and sleeping...to this day President Dlugos credits me for being the reason why the campus fully pursued adopting a tobacco-free campus policy. It was already in consideration but this was the final tipping point."

-Brett O'Kelly
Class of 2016 Student President



University of Maine

Orono, Maine 04469

www.umaine.edu



School type: public, four-year, research university

Campus size: 660 acres

Full-time Student Enrollment: 10,922

Effective date of 100% tobacco-free campus: January 1, 2011

Interviewee: Lauri Sidelko, Student Wellness Resource Center Director



What was the process to adopting the policy at the University of Maine?

UMaine announced a plan to move toward a tobacco-free campus in July 2007. Former President Robert Kennedy created a committee to determine the university's readiness to adopt a policy and to examine best practices for implementation. Lauri Sidelko, Director of the Student Wellness Resource Center (formerly the Alcohol and Drug Education program) was appointed chair of the student side of the committee, with support from various campus groups including, student organizations and Human Resources. The policy change was announced with a soft launch in January 2010, without formal enforcement or consequences with compliance being a personal responsibility for one year. The policy was fully implemented with the entire campus being 100% tobacco-free effective January 1, 2011.

"A tobacco-free environment is a healthier environment. This move will have a positive impact in many ways... A tobacco-free campus will make the University of Maine a more healthy place to learn, work and live."

-Robert A. Kennedy, former President

What was the driving force behind the policy change at the University of Maine?

President Kennedy announced the campus policy change as a health initiative. He stated it is important that the University of Maine show leadership by being a tobacco-free campus, to promote a healthy environment that will foster teaching, learning, research and the other elements of the university's mission. President Kennedy also pointed out that UMaine students and employees had approached him directly, advocating for a tobacco-free policy with several of the comments received related to a desire to see less campus litter related to tobacco products.

What products are included in the 100% tobacco-free campus policy and where are these products prohibited at the University of Maine ?

The campus policy prohibits the use of tobacco, e-cigarettes, vapor pens and all smoking products. Tobacco use by definition includes the possession of any lighted tobacco products, or the use of any type of smokeless tobacco. The use of these products is prohibited on all university-owned property, which includes but is not limited to, buildings, university grounds, parking areas, walkways, recreational and sporting facilities and university-owned vehicles. The policy extends to seven off-site locations including; farms, cooperative extension facilities, the Darling Marine Center and Hutchinson Center.



Were there any costs associated with adopting the 100% tobacco-free campus policy?

The costs incurred in adopting the policy at the University of Maine were primarily for signage. The costs were rolled into the campus master plan for beautification that was already in progress and included replacing campus signage. Additional grant funding was received to train employees in tobacco intervention skills including the Basics Skills

Training from the Maine Center for Tobacco Independence. Posters and stickers were created and printed through the Alcohol and Drug Education Program office budget. The cost was not significant.

How is the policy at the University of Maine enforced?

It is the shared responsibility of all members of the UMaine campus community to respect and abide by this policy. Administrators, deans, directors, department chairs, supervisors and event sponsors will communicate the policy within their areas of responsibility. Signage is posted at campus facilities, on the UMaine website and elsewhere to inform members of the campus community and visitors of the Tobacco-Free Campus Policy.

The policy is communicated in appropriate university publications and contracts, including but not limited to electronic notifications, handbooks, brochures and other university generated materials. There is ongoing education through numerous student groups and organizations as well.

"I've seen a change on campus—from frequently seeing smokers on campus to only occasionally and now rarely. And it's nice the litter has reduced."

-Lauri Sidelko,
Student Wellness Resource Center Director

What is the best part of having a 100% tobacco-free campus policy?

"It's nice the litter has reduced. I have absolutely seen a reduction in litter on campus. And I've heard stories from people who have quit specifically because of the change in the campus policy."



Tobacco-free campus poster & sticker

What advice would you have for a school that is thinking about adopting a 100% tobacco-free campus?

"There is a lot of best practice information out there now that is readily available that can help move the process along easier for other schools. Don't hesitate to ask questions of other schools that have already gone tobacco-free; they can share their experiences."

University of Maine at Presque Isle

181 Main Street
Presque Isle, Maine 04769
www.umpi.edu



University of Maine at
PRESQUE ISLE
North of Ordinary



School type: public, four-year university

Campus size: 150 acres

Full-time Student Enrollment: 800

Effective date of 100% tobacco-free campus: June 1, 2013

Interviewee: Linda Mastro, Director of Health Services

What was the process to adopting the policy at the University of Maine at Presque Isle?

The process of adopting a 100% tobacco-free campus at University of Maine at Presque Isle (UMPI) started with a tobacco-free campus committee in 2006. The committee included staff and students in addition to key personnel on campus including the Dean of Students and worked to create an environment of change on campus by initially creating designated smoking areas on campus prior to going 100% tobacco-free. Surveys were conducted on campus indicating a majority of students favored a tobacco-free campus. The policy went into effect June 1, 2013, with an implementation

“This is a major step for our University as we join many others in Maine who have reduced harm from tobacco use and secondhand smoke by establishing a tobacco-free campus.”

phase taking place through September 30 to acclimate the campus to the change without penalty. UMPI held a press conference to officially announce the policy change. Campus officials marked the event with a ceremonial decommissioning of the smoking gazebo outside the Campus Center and planted a tree to repurpose the spot for oxygen creation.

-Dr. Linda Schott, UMPI President

What was the driving force behind the policy change at the University of Maine at Presque Isle?

Lucy Stroble, Professor Emerita of Health Education and Linda Mastro, Director of Health Services were key staff members in convening the committee on campus that worked to push for a tobacco-free campus. The work by the Health and Wellness Committee was also supported by UMPI president, Dr. Linda Schott and the University of Maine System Chancellor's Office issued a statement that all University of Maine System schools should work on wellness and health improvement strategies that are appropriate for their campuses, which included creating smoke/tobacco free campuses (with a commitment to enforcement) that are linked to smoking cessation programs.

What products are included in the 100% tobacco-free campus policy and where are these products prohibited at the University of Maine at Presque Isle?



The campus policy prohibits the use of any tobacco or non-FDA approved nicotine product, including smokeless tobacco and electronic nicotine cigarettes (e-cigarettes). The policy applies to all fulltime, part-time employees, faculty, students, contractors, vendors, and visitors on all campus property owned or leased and the sidewalk adjacent to the campus, including in and around all buildings, common areas, and parking lots on the main campus as well as the Houlton Outreach Center and Skyway housing complex. Tobacco use is prohibited in all and any University owned or leased vehicles and in all privately owned or leased vehicles while on University property.

Were there any costs associated with adopting the 100% tobacco-free campus policy?

The cost to implement the policy at University of Maine at Presque Isle was minimal and included purchasing signs for campus property. The tobacco-free campus logo was designed by local graphic designer, Tom Fuhrmark. Additional, ongoing communication for the campus policy is posted on the UMPI website and is included in student and employee handbooks and at new employee and new student orientations.

How is the policy at UMPI enforced?

It is the responsibility of the entire campus community to abide by and enforce the policy. The tobacco-free campus policy outlines progressive disciplinary procedures for employees and students including verbal warnings and monetary fines, with the intent to provide opportunities to abide by the policy as well as help those who want to quit. Formal

enforcement of the tobacco campus policy commenced on October 1, 2013.



June 2013- As part of the policy announcement press conference UMPI President and others plant a tree at the site of a decommissioned smoking gazebo in front of the Campus Center. (Courtesy photo)

“Everyone always thinks it is going to be such a challenge... [and] it isn’t that it’s easy, but the benefits that happen for the community...you’ll be extremely excited that you did it.”

-Linda Mastro, Director of Health Services

What is the best part of having a 100% tobacco-free campus policy?

“I’ve seen an increase in campus beautification. And the way our students feel about it. Seeing the student buy in, the way they have embraced it is really great.”

What advice would you have for a school that is thinking about adopting a 100% tobacco-free campus?

“Everyone always thinks it’s going to be such a challenge, but working out the policy by surveying, getting student buy in, involving all aspects of the campus from management, to faculty, to students, to community partners, including Healthy Aroostook, our [local] Healthy Maine Partnership, all aspects of the campus community and then moving it forward. When you turn around a year later you’ll see, it isn’t that it’s easy, but the benefits happen for your community. And you’ll be extremely excited that you did it.”