

## BACKGROUND

The Board of Trustees of Brunswick Community College (BCC) approved the Revised Tobacco Policy on January 21, 2016. The revised policy states, in pertinent part, the following shall be prohibited at Brunswick Community College”

*“Brunswick Community College is committed to providing its students, employees and visitors with a safe and healthy environment. Smoking is recognized as a significant health risk to both the smoker and non-smoker as well as a safety hazard to the College. The use of tobacco products is prohibited on all Brunswick Community College property and in vehicles owned, leased, or operated by the institution.”*

## COMMUNICATION OF POLICY

We recognize that marketing the revised Tobacco Policy is important to ensure that all faculty, staff, students, and visitors are educated about this policy change are provided sufficient notice prior to implementation. Accordingly, a marketing and communication initiative entitled “Clear the Air” will be implemented. The educational, informational, and wellness (including cessation assistance) components of the campaign will begin immediately. The full communication strategy for this policy is set forth below.

1. January 2016:
  - College community informed via email
  
2. February 2016:
  - Email #1 from the President announces BCC’s revised tobacco policy and the creation of the Tobacco-Free Implementation Task Force.
  
3. March 2016:
  - Committee reviews a draft of the proposed Tobacco-Free Implementation Plan.
  - Logos and images for the “Clear the Air” campaign to be decided.
  - Email address established: [tobacco-free@brunswickcc.edu](mailto:tobacco-free@brunswickcc.edu)
  - Identify expenses for signage, receptacles, marketing, and promotional items.
  - Email #2 to be sent from President’s Office with information about BCC’s Implementation Plan as well as smoking cessation resources.
  - Tobacco-Free Environment Task Force meets monthly.
  - Educational programming event: BCC Spring Fling to include smoking-cessation information, resources, and stress management, and to further advertise The BCC Revised Tobacco Policy.

#### 4. April 2016:

- "Clear the Air" campaign to begin.
- Email #3 to be sent to the College community.
- Ongoing promotion of resources available to those who are contemplating quitting to be displayed throughout the campus.
- Establish and submit to all departments the policy information verbiage/logo to be used in print and electronic formats for inclusion in College information materials such as admissions and orientation materials, handbooks, Schedule of Classes, College publications, and Human Resources forms, etc. as follows: "Clear the Air. Tobacco-Free Campus as of July 1, 2017."
- Purchase temporary "Coming Soon Tobacco-Free Campus" signage.

#### 5. May - June 2016:

- Website to be established providing information and policy content in collaboration with the Center for Disease Control and Prevention.  
[www.brunswickcc.edu/tobacco-free](http://www.brunswickcc.edu/tobacco-free).
- Email signature line reflects approved copy for promotion.
- High-visibility sequence on HWY 17 marquee.
- Homepage graphic and text links.
- Logos for BCC cars and College buses to be installed.
- Generate brochure or policy informational handout for Admissions, and Human Resources for new employees.
- Large-format posters for poster frames to be installed campus-wide.
- Include "Clear the Air" as screensavers on computers in public areas as well as computer labs and other public access PCs.
- Table tents with cessation information, policy timeline, and Designated Smoking Areas map to be implemented.
- Install signage at Designated Smoking Areas. Signage will be covered with branded "Clear the Air" promotional signage until Designated Smoking Areas are removed.
- Bookmarks to be created.
- FAQs to be developed for "Clear the Air" Website.
- Develop informational reminder brochure/card for use by Public Safety and/or designated community members to support verbal reminders.
- Develop "Policy Violation Notice" for use by Public Safety and Student Services.
- Vendor contract language to incorporate policy requirements as appropriate.
- Visitor parking passes to incorporate logo and language.
- Review/edit Implementation Plan for submission to BCC.

- Create and distribute brochure/policy informational handout to all, including HR for distribution to prospective employees.
- Establish a process to address complaints about smoking on campus.
- Include policy information in parking decal mailing and/or other Student Services mailings.
- Finalized Implementation Plan to be sent to BCC.
- Implementation Plan to be posted on Website.
- Post temporary signs announcing the policy as follows: “Clear the Air Tobacco-Free Campus as of July 1, 2017.”

6. July 2016:

- All designated signage will be in place.
- Email #5 to indicate Tobacco-Free Countdown to July 2017 has started.
- Monitor compliance.

7. August – December 2016:

- Monitor compliance.
- Smoking cessation education and support.
- Informational materials available at Fall Fling.
- Great American Smoke-Out (third week in November).
- Task Force meets as needed to guide implementation of Tobacco-Free Policy and planned phase-out of Designated Smoking Areas.

8. January 2017:

- Hang banners on exterior of campus buildings and signs within all buildings stating “BCC to become 100% Tobacco-Free July 1, 2017”(pending budget).
- Adhere film signage on all campus entrance doors stating “Tobacco-Free Campus – Coming July 2017.”
- Smoking cessation education and support.
- Monitor compliance.

9. February, March, April 2017:

- Monitor compliance.
- Smoking cessation education and support.
- Monthly or bimonthly emails reminding of revised policy.
- Call Campus meeting to discuss repurposing the gazebos. What do they envision?

10. May 2017:

- Communication via email and College publications concerning implementation of full compliance of Tobacco-Free Campus requirements as of July 1, 2017.
- Smoking cessation education and support.
- Monitor compliance.

11. June 2017:

- Removal of all “Designated Smoking Area” signs and ash receptacles.
- Replace “Designated Smoking Area” signage with permanent “Tobacco-Free Campus” signage, post on electronic board at College entrance, on monitors in each building, at entrances to buildings, etc.
- Display permanent signage in all parking areas stating, “Tobacco use is not allowed in cars that are on campus.”
- Smoking cessation education and support.
- Monitor compliance.

12. July 1, 2017 and beyond:

- BCC Revised Tobacco Policy in effect.
- Assessment of Tobacco-Free Policy impact to include distance smokers who may be traveling to smoke, litter in woods or surrounding facilities, student/staff efficiency disruption, or other implementation problems.
- Monitor compliance.
- Smoking cessation education and support.
- Monthly or bimonthly emails reminding of revised policy as needed.

## TOBACCO USE CESSATION PROGRAMS

In recognition of the fact that smoking is an addictive habit and that persons who wish to quit smoking often need support, resources to assist with smoking cessation will be made available to all members of the College. The American College Health Association recommends that Nicotine Replacement Therapy (NRT) products should be provided for free or at a reduced cost. Blue Cross Blue Shield of North Carolina supports NRT and provides counseling for tobacco use.

There are many resources for smokers who wish to cease smoking:

www.smokefree.gov  
www.stopsmokingcenter.net  
844-8NCQUIT

## COMPLIANCE

It is the responsibility of all members of the College to comply with the Tobacco-Free Policy and to remind others respectfully of their responsibilities to comply. Compliance measures shall be implemented consistent with the phased-in plan as follows.

**Phase 1** of the Implementation Plan, which is effective July 1, 2017, will eliminate the “Designated Smoking Areas” and the use of tobacco on all College property will be prohibited. Any individual found violating the Tobacco-Free Policy may be subject to disciplinary action.

**Visitors** will be held to the same standards as all students and employees while on College property and must abide by the Tobacco-Free Policy reflected in signage, event brochures, College handbooks, and other informational sources. Visitors (including renters, vendors, contractors, and consultants) will receive notification and a direction to comply with the policy regarding non-smoking and using tobacco on campus. Any visitor or guest who does not abide by College policy and direction may be told to leave the campus and be prohibited from returning.