OHIO's Tobacco Free Initiative Fall 2015 Impact Survey Results Video Transcript

Video Link: <https://youtu.be/VLTV2oWTilo>

Tobacco-Free Initiative

IMPACT: Survey Results

[www.ohio.edu/tobacco-free](http://www.ohio.edu/tobacco-free)

Ready for change. Ready to choose. Ready to commit.

Overview

Participation

* 3,266 survey participants comprised of 73% students, 19% staff, and 8% faculty.
* Increased from April 2015 Survey numbers 2,375 participants comprised of 60% students, 30% staff, 10% faculty.

Participants’ Tobacco Use

* 87% of participants reported NOT being a current tobacco user.
* Of the 13% who reported as currently using tobacco, 42% reported considering quitting in future.
* Compared to April 2015 Survey participants, tobacco use is down and considering quitting has increased.

Tobacco-Free Initiative

Important Facts and Figures

[www.ohio.edu/tobacco-free](http://www.ohio.edu/tobacco-free)

Tobacco Usage

Survey Question: What percentage of people using tobacco on campus do you see compared to the number you saw before the policy went into effect?

* Average of all responses: 41.5%

Survey Comparison: How informed do you feel about the policy?

* Apr-15: 10% Completely Informed, 44% Adequately Informed, 34% Insufficiently Informed, 12% Not at all informed
* Nov-15: 20% Completely Informed, 58% Adequately Informed, 17% Insufficiently Informed, 5% Not at all informed

Survey Comparison: How often do you see people using tobacco on campus?

* Apr-15: 1% Never, 31% Occasionally, 43% Very Often, 25% Always
* Nov-15: 4% Never, 55% Occasionally, 30% Very Often, 11% Always

Survey Comparison: How noticeable is the tobacco litter problem?

* Apr-15: 20% Barely, 39% Somewhat, 30% Definitely, 11% Extremely Noticeable
* Nov-15: 32% Barely, 45% Somewhat, 19% Definitely, 4% Extremely Noticeable

Survey Comparison: How willing are you to approach someone who is not complying with the policy?

* Apr-15: 6% Definitely, 21% Probably, 43% Probably not, 30% Definitely not
* Nov-15: 5% Definitely, 17% Probably, 47% Probably not, 31% Definitely not

Analysis of Facts and Figures

* Comparing the November 2015 Survey responses with the April 2015 Survey responses shows an overall improvement in the right direction.
* There’s better understanding of the initiative, less smoking and less litter. There’s less willingness to approach tobacco users though.
* A 41.5% reduction in tobacco use on campus is a good step in the right direction, but greater compliance is still needed.

Tobacco-Free Initiative

Current Concerns with Policy

[www.ohio.edu/tobacco-free](http://www.ohio.edu/tobacco-free)

Biggest Concern is “Enforcement”

* 250 plus survey participants mentioned lack of enforcement as a concern in written response.
* Some expressed confusion about what should happen if individuals don’t comply with the policy.
* Others who commented stated that enforcement needs to be added to make the policy effective.

Unclear Boundaries/Appel for designated areas

* Over 50 participants specifically mentioned lack of clarity in boundaries of the tobacco-free zone.
* Some participants requested a map for clarification. This is still forthcoming.
* Over 50 participants requested a designated smoking area, many of whom identified as non-tobacco users, to keep smokers in specific places.

Smokers identified these obstacles to compliance

* Time consuming to walk off campus to smoke
* Unclear boundaries
* Lack of places to smoke
* Unsafe to walk off campus alone at night
* Hard to fit in cessation class: Request for online tobacco cessation class for 3 month NRT supply.

Misconceptions and Uncertainties

* Some believe that the University is doing this to receive money from the state or grants (i.e., we are motivated by money). This is not accurate.
* Some believe that it is against the law for the University to do this since the University grounds are “state/public property.” This is also not true.

Future Steps for the Task Force

* Continue promoting tobacco-free initiative to present and incoming students, faculty, and staff.
* Coordinate the release of the Survey information in January with UCM to highlight successes and lessons learned.
* Stay informed of how other universities and colleges are implementing tobacco-free initiatives and apply best practices.
* Encourage the campus community to take pride in being tobacco-free and respectfully remind others.