

# **Smokefree Policies in Universities, Polytechnics & Wānanga**

## **What do health promoters need to know?**

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# Outline

1. Introduction & current status of smokefree campus policies in NZ
2. Policy planning: barriers, challenges & facilitating factors
3. Implementation and enforcement
4. Post-implementation: experiences, perceptions and effectiveness
5. Conclusions

# Data sources

1. Robertson, L & Marsh, L. (2015). **Smokefree policies in New Zealand public tertiary education institutions.** Health Educ Res, 30(2), 347-358
2. Hoek, J., Quigg, R. & Marsh, L. **Smokers' perceptions and experiences of a smoke-free campus.** Poster presented at SRNT Annual Meeting, Maastricht, 2015.
3. Marsh, L. & Robertson, L. (2014). **Attitudes towards smokefree campus policies in New Zealand.** NZMJ, 127 (1393) 87-98

# 1. Introduction

- ~ 30% of 18-24 year olds are current smokers
- 29 NZ public tertiary education institutions
- Employ large workforces
- Lessons transferable to other large workplaces

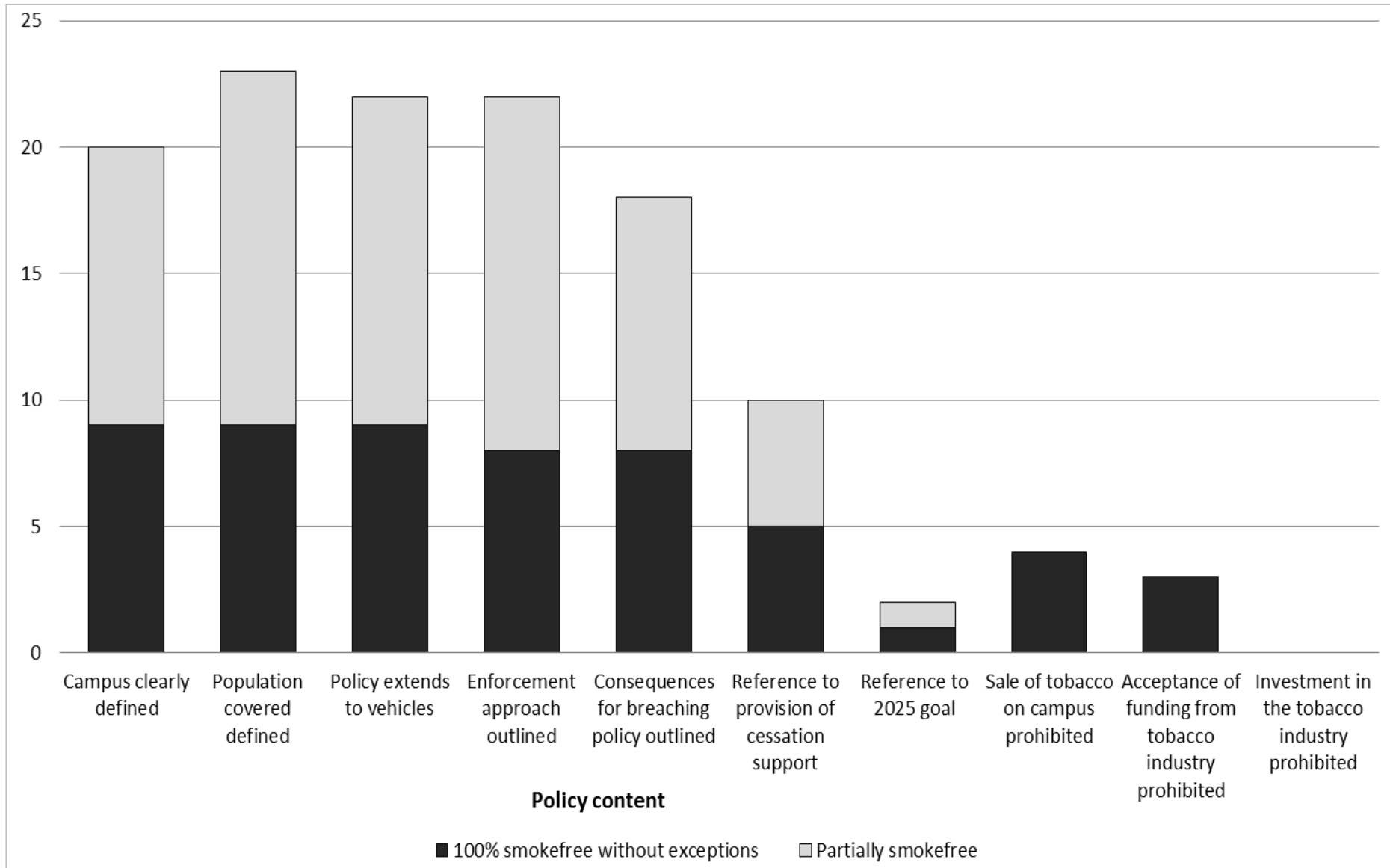


# 1. Current status of smokefree campus policies in NZ

	<b>2012</b>	<b>2016</b>
100% smokefree campus policies (no exceptions)	9	16
Partial smokefree policies	17	10
No policy identified	3	3

# 1. Current status of smokefree campus policies in NZ

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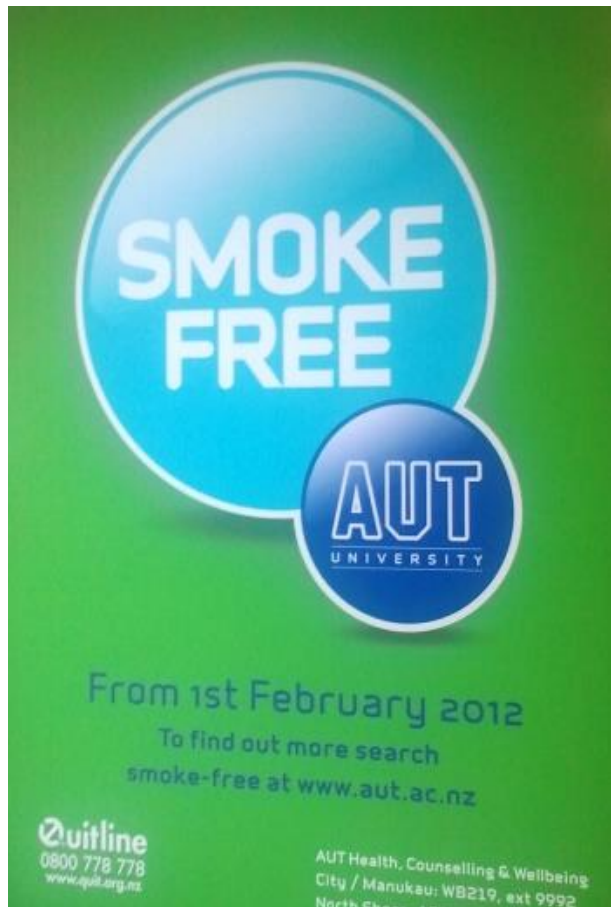


## 2. Policy planning: barriers & challenges

- Relocating smokers to perimeter
- Campus geography
- Enforcement
- Perceived opposition
- Perceived impact on student enrolment
- Time/ resources
- Lack of senior management buy-in



## 2. Policy planning: facilitating factors



- Wider move towards smokefree environments (playgrounds/ hospitals)
- Staff and student support for policy
- Key leaders/ policy champions



# 3. Implementation & enforcement

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## 4. Post-implementation: experiences and perceptions

- Institutions with 100% smokefree campus policies reported:
  - Little or no opposition
  - No impact on student enrolment
  - Some non-compliance
  - Quit attempts
  - Enforcement easier than designated area policy



## 4. Post-implementation: experiences and perceptions

- Smokers reported:
  - Initial sense of imposition / grievance
  - Understanding of policy aims and benefits
  - Acceptance and compliance



## 4. Post-implementation: effectiveness

- Observed compliance high (Otago University)
- U.S. – 100% smokefree policies associated with decreased student smoking & tobacco denormalisation
- No such NZ studies (yet)



## 5. Conclusions

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- Need to support remaining NZ institutions to become smokefree
- Some existing “smokefree” policies could be enhanced
- Many perceived barriers can be “debunked”
- Lessons re: policy process are transferable – hospitals, rest homes, large business campuses

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