



Smoke Free ECU Program

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Report to the Review of Smoking at ECU Team

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Introduction

Edith Cowan University has continued its commitment to reviewing smoking obligations on its campuses with the implementation in 2009 of a formalised program to explore the opportunities to create a healthier and safer ECU workplace. This was followed by a Phase 1 formative study to survey staff and student smoking behaviours and attitudes to smokefree campus's, resulting in the ECU Council in March 2010 supporting policy By Law changes to smokefree campuses (Darby & Gausia, 2010). The Vice Chancellor Kerry Cox announced all ECU campuses would be SmokeFree on 1st January 2012 (Cox, 2009). A Phase 2 smokefree program, the findings of this report, was undertaken in 2011 to implement a program of responses and staff/student support leading up to the smokefree policy changes in 2012.

There is health, legal and moral obligations for workplaces to be safe. The WA Government has passed the strongest anti-smoking legislation in outdoor public spaces in Australia, setting precedence for institutions and workplaces to complement and support these actions. The Legislation refers to the Tobacco Products Control Amendments Bill 2008 Section 106B: Use of tobacco products in outdoor areas (eating and drinking) enacted in September 2010 (Western Australian Parliament, 2009). Recent Commonwealth Legislation is being enacted, referred to as the Plain Packaging Legislation, which will further place Australia on the world map for contemporary health enhancing public smoking policies (ASH Australia, 2011).

Research by Action on Smoking & Health Australia (2009) surveying tobacco free policy at Australian Universities acknowledged ECU as one of the institutions with most areas of specific anti-tobacco policy and leader with other Australian universities with the exception of the private University Notre Dame with smoke free private campus (Notre Dame University, 2009). There was strong incentive to take a lead in implementing further strategies aimed at reducing the impact of smoking on campus. The Review of Smoking at ECU committee (ROSC) has engaged with all WA Universities to ensure a shared focus and collaborative policy enactment by Vice Chancellors, with All WA Universities going smokefree on 1 January 2012, a lead taken by ECU in 2010 (Cox, 2011).

This paper provides evidence of actions to support staff and students during the lead-up to smokefree campus policy at ECU in 2012. It provides findings from the Smoke Free ECU project surveys, behavioural and communication strategies undertaken to raise awareness and inform the ECU Community and a range of environmental strategies to support smokers and inform non-smokers.

The project proposed:

- To effect a ban on smoking at ECU effective of 1 January 2012.
- To provide behavioural Interventions to assist students and staff to QUIT or manage smoking on campus
- To establish a culture of anti-smoking environment adopting an ongoing support & advocacy programme among students and staff at ECU.

The project findings address the predicted areas of challenges with strategies to provide effective support to smokers while ensuring the majority of the ECU community can access an environment that upholds their health and wellbeing.

Supporting evidence

Legislation states there is strong scientific evidence that smoking in crowded outdoor areas can lead to harmful levels of chronic exposure (Western Australia Parliament, 2009). In 2010, 11.5% of the West Australian population smoked daily (14.8% all smokers) (Davis P. & Joyce S., 2011). There has been a decline

in daily smoking with those aged in their early 20's to mid 40's the largest decline, while the proportion of those aged over 45 who smoke daily remain relatively stable or slightly increased between 2007-2010 (Australian Institute of Health and Welfare, 2011). Few young people, consistent with new university students, stop smoking on their own accord, highlighting the importance of a supportive approach to cessation (Sussman, Sun, & Dent, 2006). For smokers the risk is strongly related to the number of cigarettes smoked, the age at which smoking is taken up and associated smoking behaviours in their environment. There is strong evidence that suggests the risk of death and disease decreases on cessation of smoking (Parsons, Daley, Begh, & Aveyard, 2010; Taylor, Hasselblad, Henley, Thun, & Sloan, 2002), which would in turn, reduce the risks associated with second hand smoke (i.e. for passive smokers) (Repace, 2009). Richard Doll who was recognised for the link between smoking and disease in the early 1950's, was able to prove that quitting at the age of 30 can help smokers avoid almost all the risk of early death, and cessation at the ages of 60, 50, 40 or 30 gained respectively about 3, 6, 9, or 10 years of life expectancy (Doll, Peto, Boreham, & Sutherland, 2004). The level of harm is significant with over 1300 West Australians killed by tobacco smoking annually (Collins & Lapsley H.M, 2008). This is 6 ½ times the current annual fatalities from road trauma in WA (Office of Road Safety, 2011).

Smoking in any working area is inconsistent with an employer's obligation to maintain a safe and healthy workplace under Occupational Health and safety laws. Signage on its own is not enough to achieve a high rate of compliance and reinforces the holistic approach to smoking on university campuses as highlighted by Action on Smoking & Health in Australia (Action on Smoking and Health, 2009). A smoke-free environment will protect non-smokers from the dangers of second-hand smoke (Stafford J, Daube, & Franklin, 2010). Breathing even a little second-hand smoke can be harmful to a person's health (US Department of Health & Human Services, 2006) and evidence indicates that there is no risk-free level of exposure to second-hand smoke.

As well as health reasons, a ban on smoking in outdoor areas decrease risk of fires and will help to control cigarette butt litter (Bloch, 2000). Cancer Council WA also suggests that thanks to bans on smoking in indoor areas, West Australians have become accustomed to smoke-free air. As a result, there is now more smoke outside – in eating areas, doorways and other outdoor areas where the health and well being of everyone nearby is impacted (Cancer Council WA & Curtin University WHO Collaboration, 2008). In terms of enforcing bans, Cancer Council WA notes from past experience people are accepting of bans on smoking when clarity about where bans are applied uniformly across 'like' settings. They suggest that legislation or policy banning smoking in outdoor areas would be largely self-enforcing given the strong community demand for more public spaces to be smoke-free.

Behaviour measures where smoking has been seen to influence well being and behaviours can be altered by a range of actions including exercise (Ussher, Taylor, & Faulkner, 2008); alcohol and caffeine drink use as well as Stress. Managing stress with cigarette smoking is an accepted action although seen as poor health outcome measure (American Psychological Association, 2010). General health and wellbeing measures warrant consideration when evaluating populations.

Workplace strategies to support smoking cessation and smoke-free strategies have wide acceptance in the community (Allen, 2010; Cahill K., Moher M., & T., 2008). Interventions directed towards individual smokers will increase the likelihood of quitting smoking. These include individual and group counselling and pharmacological treatment to overcome nicotine addiction (Cahill K., et al., 2008; Lai DTC., Cahill K., & Qin Y.,

2010); Stead L.F. & Lancaster T., 2009; Whittaker et al., 2009). Self help interventions and social support are seen as less effective but a recent evidenced-based Cochrane Collaboration review suggest that people taking up these interventions are more likely to stop but the absolute numbers who quit are lower than individual or group counselling (Cahill K., et al., 2008).

Of the behavioural/psychological interventions, group counselling is considered a tried and tested strategy for smoking cessation. Such programmes may be led by professional facilitators and by those who have successfully mastered smoking cessation themselves (Stead L.F. & Lancaster T., 2009). Group counselling will be an integral component of the ECU smoking cessation strategies.

The Internet has been widely adopted and represents a viable modality for the delivery of behavioural treatments for tobacco dependence with web-based interventions considered acceptable to users (Shahab. L. & McEwen, 2009) and provides personal empowerment (Lemire, Sicotte, & Pare, 2008); with interventions that incorporated more behaviour change techniques having larger effects (Webb, Joseph, Yardley, & Michie, 2010). Successful strategies have included mobile phone text prompts (Free, Knight, & Robertson, 2011; Svensson & Lagerros, 2010; Whittaker, et al., 2009) and online telephone counselling (Svensson & Lagerros, 2010); as well as online self-help materials (Cahill K., 2008 p206; Svensson & Lagerros, 2010). More recently web based social support networks have being implemented to support ongoing health behaviour change (Bonniface L. & Green L., 2007). While the project team was keen to incorporate web-based social support networks and mobile phone prompts for cessation, there was little appetite from the 2011 survey participants to engage in these contemporary activities at this time.

Phase 1 background

Phase 1 survey smoking behaviour

In 2009 members of the ECU community (7678, representing 36%) responded on their smoking behaviour with both the staff and student surveys indicating 9.7% were smokers. This is comparable with 10.2% for students at Curtin University in 2008. Slightly higher were ECU International students with 12% of smokers. Not all students who were smokers smoked on campus (71%) while 20% smoked daily on campus. There were differences observed on daily smoking patterns among staff responses. Bunbury campus had higher staff smokers (14.6% n=7) and students 14.1% (n=54). Compared to the larger campuses with Joondalup staff 9% (n=74), students 9.2% (n=275); Mt Lawley staff 11.3% (n=36), students 9.6% (n =206).

Phase 1 Smoke free campus options outlined findings

Just under half of staff (48%) and students (45%) were in favour of a complete ban of smoking on campus. There was more resistance to a ban by staff at Bunbury campus favouring a ban (40%) compared to 43% Mt Lawley to 50% at Joondalup. This reflects the level of smokers between campuses and the smaller number of staff who worked at Bunbury campus surveyed. Consideration that 38% of staff *strongly agreed* to a ban (13% *strongly disagreed*), while only 9% of students *strongly disagreed* (35% *strongly agreed*) with this option. Although a higher percentage of International students were found to be smokers, they were in support 1.206 (95%CI:1.07-1.361) of a complete ban on-campus smoking.

Phase 1 survey Non-smoking behaviour options

There was strong indication from the on-campus Intercept survey with 42% of smokers agreeing they would quit or smoke less if they couldn't smoke on an ECU campus. This provided considerable scope

for behaviour change and public health benefits. Staff smokers (22%) indicated they would quit or cut down if they couldn't smoke on an ECU campus, which indicate staff access and benefit from support initiatives that may be available to them.

Phase 1 survey concerns and level of interest in potential options

Staff (91%) and 80% of students (only 2.6% disagreed) welcome ECU introducing initiatives to help smokers who wish to quit. This indicates a high level of concern for smokers and desire to support their behaviour changes. For those surveyed on-campus, 46% of the smokers were concerned enough with their own smoking behaviour and interested in accessing support options with 64% favouring online resources, 26% considered accessing a support group and 11% favoured telephone helpline. A small number of staff smokers (2.2%) favoured accessing online resources for support. A few noted they would use phone counselling services and support groups if available. Only 6% of staff who smoked indicated they would not access support to quit, suggesting pre-contemplators who are not likely to change smoking behaviour in the short term.

Phase 2 Survey methods

In 2011, 3000 staff and students responded to online surveys, with all staff (July) and all student (August). Both closed and open ended questions were deployed to collect information among staff and students regarding overall smoking attitudes and behaviours. Validated survey questions (Australian Institute of Health and Welfare, 2011; Le & Dhaliwal, 2008; Rigotti & Regan, 2003) were modified for ECU specific use to assess tobacco use and smokers preferences to behaviour change, general wellness responses and opportunity to provide written comment on Issues of Smoking on an ECU Campus were included in the survey (See Appendix 1). Demographics included smoking status, smoking behaviour on an ECU campus, health & wellness measures, age, gender, international student status. Smokers from surveys were asked to comment on their likely behaviour if they could not smoke on an ECU campus and interest in accessing support options. Data was analysed by SPSS Version 18 and qualitative data thematically interpreted and preliminary view using Wordle software. Descriptive statistics, Chi-squared tests, logistic regression analysis were used to assess association between selected variables

All survey participants were provided or could access an online Information Sheet (Appendix 2) and an incentive to take part in the surveys was provided, with the option to enter a draw for a gift voucher. The survey provided wider awareness of smokefree ECU with participants directed to a new ECU online smoking support site www.ecu.edu.au/smokefree

Ethics approval was provided under (6373 Darby) with all program activities and research cognizant of ECU values of Integrity and Respect and a degree of Rational Inquiry to more fully explore the needs of staff and students in implementing a health and safety policy to support the whole ECU community.

Demographics

Survey findings from the University population as outlined in the table 1 below.

| <i>Total students surveyed</i> | <i>Total Staff surveyed</i> | <i>1 Staff online survey</i> | <i>2 Students online survey</i> |
|---|--|---|---|
| 23,889 inc 615 PIBT International 19.6 % ----- Survey Range 16-71; Smokers n=325 Smoke:1-35 yrs *Smoke from age 10-37yrs | 4523 ----- Survey Range 16-75 years; Smokers n=95 smoke: 3-51 yrs *Smoke from age 10-46yrs | N=968 (21.4%) JO 68%, ML25%, BUN 3% Others 3%, nil 1% *Males 33.5%, Female 66.5% Academic 26% PIBT 5% (both) General 69%----- *Smokers 10.2% (7.5% regular; occasional 1/day 2.7%) | N=2087(11%) International (11%) *Males 30%, Female 70% JO 48%, ML 33.5%, BUN 5.5%, Remote 7% %, nil 6% ----- *Smokers 15.6% (regular 10% occasional 1 /day 5.6%) |

ECU All Community survey findings

The levels of smoking from survey participants were the same for Staff to the 2009 survey. For students this was higher in 2011 which may suggest that the method of survey response differed from 2009 where the student survey had a larger response rate and was part of a larger student satisfaction survey than the stand-alone survey in 2011. Non-smokers may have been satisfied with the changes in policy and chose not to respond to the survey while smokers may have wanted to communicate to the University administration.

Smoking levels for staff were 10% (7.5% regular/ 2.7% occasional -1 or fewer cigarettes a day). Students surveyed were 15% (10% regular/ 5.6% occasional -1 or fewer cigarettes a day). This included 29% of student smokers and up to 56% of staff smokers, smoked daily on-campus, while there was smaller representation of International students in 2011 with 11% compared to 20% in 2009.

The survey confirmed that potentially **147 students and 45 staff were confident they will quit** smoking in the coming year which represents about a half of smokers that were participants in the survey. Survey cohort also includes 214 students & 72 staff smokers who plan to Quit smoking. There was a higher proportion of regular smokers who tried to quit (80% staff & 60% students) compared to occasional smokers. Occasional smokers were however significantly more likely to feel confident in quitting. Their health was the major reason for smokers wanting to quit suggesting campus health and wellness education and activities will be very relevant to smokers wanting to quit.

Phase 2 Staff Findings & discussion

Overall 10.2% staff reported they were current smokers, denoting that the prevalence of smoking is the same as it was in 2009 survey.

Table 2: Which of the following best describes your use of cigarettes?

| | | Frequency | Valid Percent |
|-------|---|-----------|---------------|
| Valid | A non-smoker | 687 | 71.0 |
| | An ex-smoker | 178 | 18.4 |
| | Occasionally smoke (on average, less than one /day) | 26 | 2.7 |
| | Currently smoke regularly (one or more per day) | 73 | 7.5 |
| | Rather not say | 4 | .4 |
| | Total | 968 | 100.0 |

Motivation to stop smoking was assessed by means of simple direct questions about their interest and intentions to quit. A significant proportion of smokers (89.6%) tried to quit smoking including over half (52%) have tried several times to get rid of this unhealthy behaviour as outlined below.

Table 3: Have you tried to quit smoking?

| | | Frequency | Valid Percent |
|---------|--------------------|-----------|---------------|
| Valid | No | 20 | 20.4 |
| | Yes, once | 27 | 27.6 |
| | Yes, several times | 51 | 52.0 |
| | Total | 98 | 100.0 |
| Missing | System | 870 | |
| Total | | 968 | |

A large number of smokers seem to be the potential candidates for cessations support or at least are motivated to change their smoking habit. Table 4 reflect the intention of smokers in relation to quitting with many motivated to quit as related to the Stages of Change behavioural theory (Allen, 2010). Almost three-quarter of smokers (74.2%) are planning to quit smoking or **72 current smoking** staff. Those who are considering quitting, 14% mentioned that they are going to do so in the next month. Although, 26% of the smokers reported that they are planning to quit or stop smoking over the next 6 months period leading up to the changes to smoking By Laws.

Table 4: Are you planning to quit smoking within the ...

| | | Frequency | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------------|--------------------|
| Valid | Next month. | 14 | 14.4 | 14.4 |
| | Next six months. | 25 | 25.8 | 40.2 |
| | Sometime in the future (beyond six months). | 33 | 34.0 | 74.2 |
| | Not planning to quit. | 25 | 25.8 | 100.0 |
| | Total | 97 | 100.0 | |
| Missing | System | 871 | | |
| Total | | 968 | | |

Whether a smoker succeeds in stopping smoking depends on the balance between that individual's motivation to stop smoking and his or her degree of dependence on cigarettes. Table 5 further indicate that **55 staff are extremely – moderately sure to quit** with a little over a third (36.6%) of the smokers 'not very sure' that they would be able to stop smoking completely within the next 6 months. But a great proportion (62%) of the smokers reported that they are 'moderate to extremely sure' to succeed their plan about quitting in 6 months. The level of dependence to nicotine was tested using a Fragastrom Score, with staff who were low dependence (0-2 score) over 65% of smoking respondents. Motivation to stop and dependence are often related to each other: heavy smokers may show low motivation because they lack confidence in their ability to quit; lighter smokers may show low motivation because they believe they can stop in the future if they wish. Motivation to stop can vary considerably with time and be strongly influenced by the immediate environment.

Table 5: If you decide to give up smoking completely in the next six months, how sure are you that you would succeed?

| | | Frequency | Valid Percent |
|---------|-----------------|-----------|---------------|
| Valid | Not very sure | 26 | 36.6 |
| | Moderately sure | 22 | 31.0 |
| | Mostly sure | 12 | 16.9 |
| | Extremely sure | 11 | 15.5 |
| | Total | 71 | 100.0 |
| Missing | System | 897 | |
| Total | | 968 | |

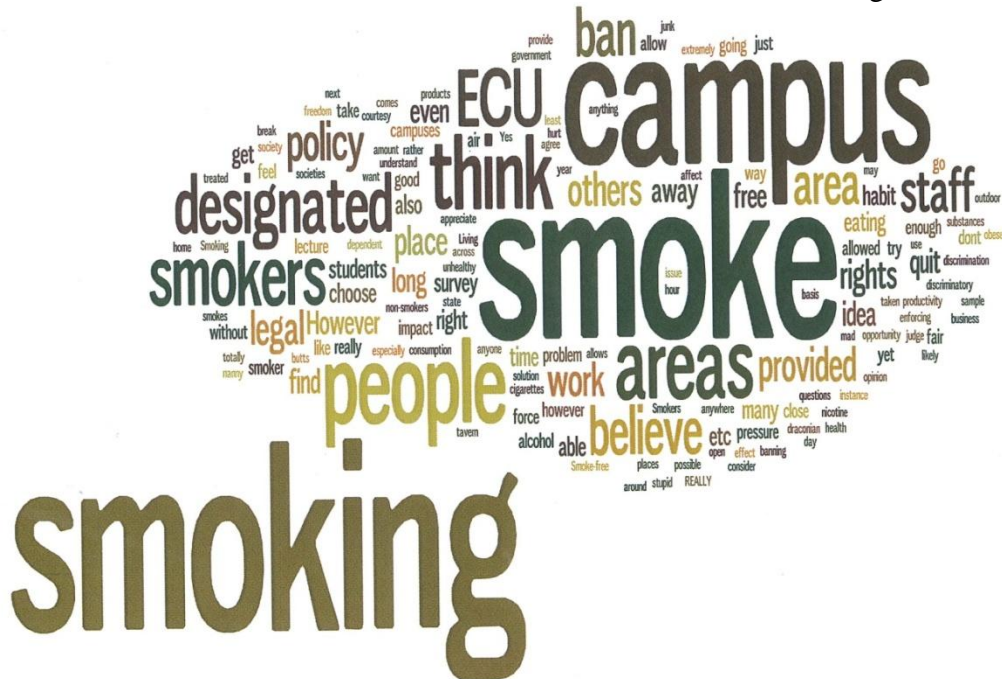
Among smokers 57% smoked daily on-campus (table 6). These findings do not greatly differ from the 2009 survey of daily smoking on campus.

The influences and impact of smoking is not isolated to the workplace with 12% ECU Staff living/share accommodation with smokers. This is higher than the prevalence of staff smokers of 10.2%. Further there were 30% of staff with a family member who smoked cigarettes or tobacco products which suggest that changes to workplace polices and behaviour of staff could support influencing lowered smoking levels in the wider community over time, with awareness and broader communications and support.

Table 6: How often do you smoke cigarettes or tobacco products on an ECU campus?

| | | Frequency | Valid Percent |
|---------|---------------------------------|-----------|---------------|
| Valid | Not at all | 20 | 20.2 |
| | Less often than weekly | 12 | 12.1 |
| | At least weekly (but not daily) | 10 | 10.1 |
| | Daily | 56 | 56.6 |
| | Rather not say | 1 | 1.0 |
| | Total | 99 | 100.0 |
| Missing | System | 869 | |
| Total | | 968 | |

Staff provided a range of comment to ‘Issues of Smoking on an ECU Campus’ Staff Smokers comments n= 40 are summaries in the ‘Word Cloud’ Figure 1.



Staff smoker’s comment: *“A fantastic idea. Whilst normally I disagree with the principles of a nanny state in this instance I think the continuous improvement that comes with constantly reducing societies reliance on a drug that has no real benefits can only be a good thing”.*

“I appreciate that others have a right to be smoke free and I always choose to smoke away from them. As smoking is legal I feel that I should be able to be provided with a place that can allow me to do so. After all there is a tavern on campus which allows those who want to drink which can be harmful.”

Phase 2 Student finding & discussion

Overall 10% of the survey participants were regular smokers (5.6% occasional smokers ie less than one cigarette per day). This was higher than the 2009 survey (4.3% regular smokers and 4.3% Occasional smokers) however there were less participants in survey (10%) and as noted there could have been more smokers that wanted to communicate their views in relation to smoking bans than non-smokers who were likely to be happy their majority views were considered with the new policy (below).

Table 7 Which of the following best describes your use of cigarettes?

| | | Frequency | Valid Percent |
|-------|--|-----------|---------------|
| Valid | A non-smoker | 1458 | 69.9 |
| | An ex-smoker | 289 | 13.8 |
| | Occasionally smoke (on average, less than one per day) | 116 | 5.6 |
| | Currently smoke regularly (one or more per day) | 209 | 10.0 |
| | Rather not say | 15 | .7 |
| | Total | 2087 | 100.0 |

Motivation to stop smoking was assessed by asking if they had tried to quit smoking, with 60% (table 8) make attempts which was lower than the staff population (80%). This would suggest that they consider there is less pressure on them to quit which may be the increased flexibility to leave the campus to smoke or there is less incentive to quit.

Table 8 Have you tried to Quit smoking?

| | | Frequency | Valid Percent |
|---------|--------------------|-----------|---------------|
| Valid | No | 124 | 39.6 |
| | Yes, once | 73 | 23.3 |
| | Yes, several times | 116 | 37.1 |
| | Total | 313 | 100.0 |
| Missing | System | 1774 | |
| Total | | 2087 | |

The vast majority of smokers (68%) plan to quit smoking in the next 6 month (table 9) , with 31% leading up to the ban. While 1/3 of these are not certain they will succeed it is very significant that they are considering quitting and with support and environmental cues , with the number of campus smokers are likely to reduce in 2012.

Table 9 Are you planning to quit smoking within the...

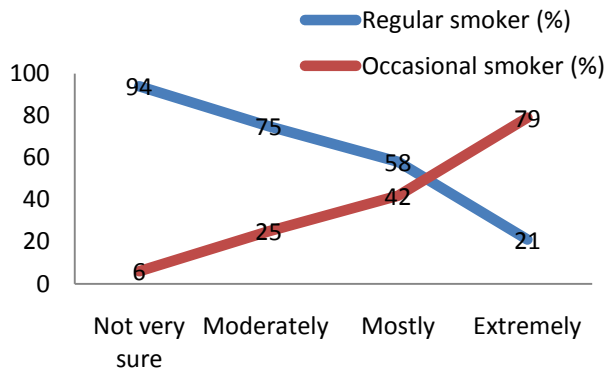
| | | Frequency | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------------|--------------------|
| Valid | next month. | 43 | 13.8 | 13.8 |
| | next six months. | 55 | 17.7 | 31.5 |
| | sometime in the future (beyond six months). | 116 | 37.3 | 68.8 |
| | not planning to quit. | 97 | 31.2 | 100.0 |
| | Total | 311 | 100.0 | |
| Missing | System | 1776 | | |
| Total | | 2087 | | |

Potentially **214 students are planning to Quit** (Table 9), with **147 students** being *extremely, mostly to moderately sure* of quitting in the next 6 months (Table 10). If they succeed in quitting in the future, this would impact on the campus smoking levels. Level of dependence to nicotine was tested using a Fragastron Score, with students who were low dependence (0-2 score), 80% were confident of quitting, while half of the high dependence smokers were *not very sure* or not confident to quit ($p < .001$). Supported by the lower level smokers (less than 10 /day) were 70% confident to quit to those who smoked more than 10 cigarettes/ day with 67% *not very sure* or not confident to quit ($p < .001$).

Table10 If you decide to give up smoking in the next 6 months, how sure are you that you would succeed?

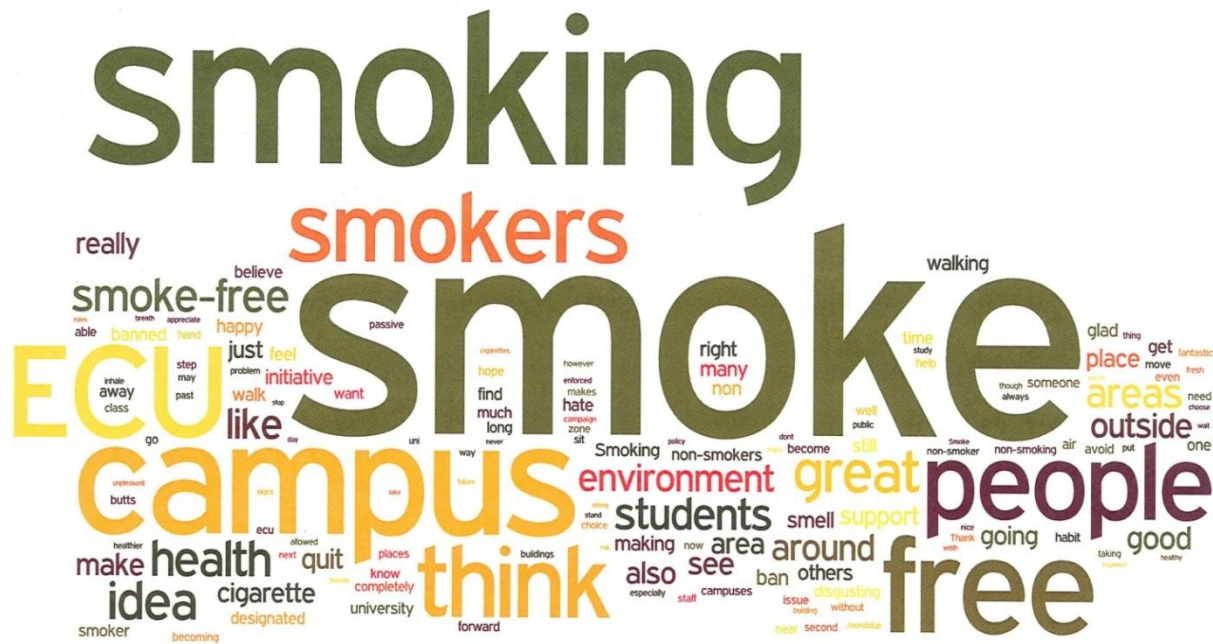
| | | Frequency | Valid Percent |
|---------|-----------------|-----------|---------------|
| Valid | Not very sure | 67 | 31.3 |
| | Moderately sure | 64 | 29.9 |
| | Mostly sure | 50 | 23.4 |
| | Extremely sure | 33 | 15.4 |
| | Total | 214 | 100.0 |
| Missing | System | 1873 | |
| Total | | 2087 | |

The relationship of smoking habits and the level of confidence in quitting highlighted below Figure 4.



An Upward trend of confidence was found among occasional smokers who were planning to quit smoking within the next 6 months. However, reverse trend was observed for the regular smokers and the difference was significant. 94% of regular smokers were 'not very sure' that they will be able to quit smoking within the

Figure 6: Student non-smokers provided a range of comment n=688

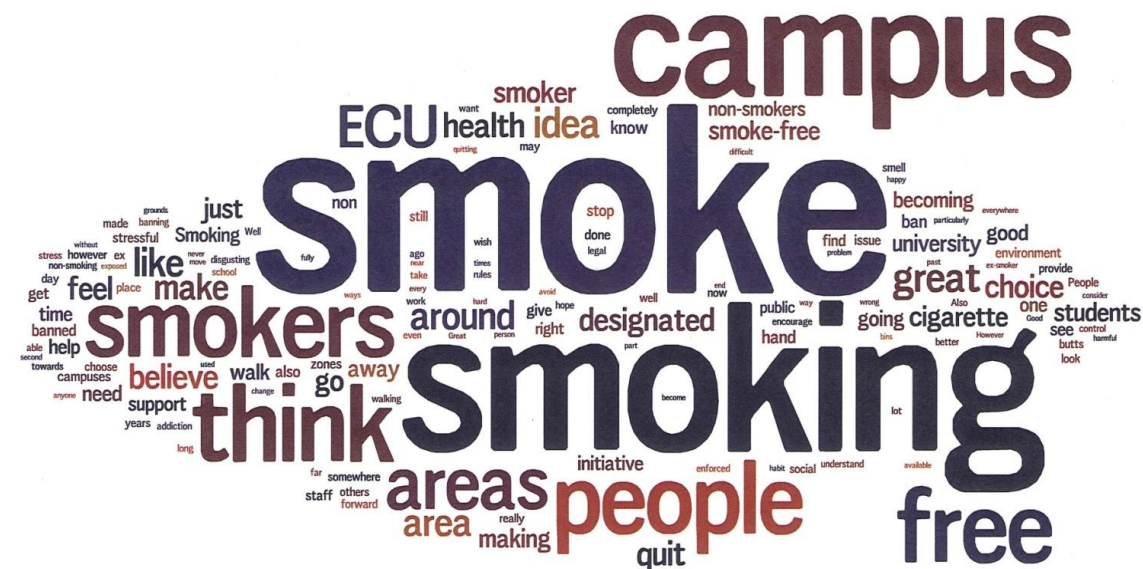


Student non-smokers comment: “A wonderful health promotional activity that should be enforced - along with healthy eating and responsible alcohol consumption”

” As an asthma and allergy sufferer I would like to see ECU campus smoke free.”

” As a lifetime non-smoker, I thoroughly embrace workplaces that are now going smoke-free. Life is stressful for everyone, but smoking as an answer to this won't work long term. Building resilience physically, emotionally and mentally require strategies other than alcohol or smoking. Research into providing people with the tools for these would be money well spent.”

Figure 7: Student ex-smokers provided a range of comment n=145



Interventions incorporated into Phase 2

The focus of the 2011 program was on behaviour interventions and a supportive environment leading up to smokefree ECU 2012. The range of actions and initiatives are outlined in Table 12 with further details of key Quit options and awareness actions in Table 13.

Self help online support www.ecu.edu.au/smokefree based on the 5a's of cessation (Allen, 2010) has been developed and forms the foundation of the program. This site was developed in consultation with addiction experts and informed by the literature. Dissemination of key messages FAQ (Appendix 4) and Quit options benefit the broader community. The site has received considerable traffic. From July 1 to October 27th 2011 the Smokefree site has amassed 4,599 page views in total. There has also been interest from Higher Education staff throughout Australia.

High level of brand identified Smokefree communications have been consistently disseminated in the past semester including Homepage online banner, ECU on-hold voice messages, regular staff and student communiqué and global emails, Newsletter and ECU social media (Facebook, RSS).

Cessation options have been communicated to survey 2011 participants via email and wider ECU community via posters (Appendix 5, 6) with participation included in Table 13. All staff and students were provided free Quit options and a range of times that could accommodate their needs as outlined with the Survey responses including group cessation sessions with HBF (one lunchtime session over 4 weeks) on the Mt Lawley and the Joondalup campus's. Cancer Council 'Fresh Starts' were contracted to run a group cessation on the Joondalup campus twice a week after work for 4 weeks. To allow maximum flexibility for ECU community One-on-One chat sessions using Motivational Interviewing (one off plus a follow-up the following week where requested) was available on the Joondalup campus. These sessions were run by Addiction Studies staff member at ECU with observation by students studying counselling skills unit. A space in Bld 19 level 3 Public Health was set up for counselling including comfortable surroundings. Only a very small number of request for One-on-One counselling for Mt Lawley were accommodated in Group Sessions and no requests were made from Bunbury campus staff and students.

Promotions from a range of campus events (Open Days, Orientations, Staff Expo's, Stress Less) has received a high level of participation from the ECU Community and involved Health Science student volunteers to ensure ECU community ownership for student health programs .

Health Services and Student Counselling Services have been involved in campus activities and promotion including a smokefree merchandise hub.

For staff, the Employer Assistance Program (PPC) has received elevated interest in their online health support which includes smoking specific materials with traffic since 1 July # hits.

Behavioural Interventions & Environmental Initiatives included in table 12 below.

| Behavioural Interventions | Description | Access |
|--|--|--------------------------------|
| Focus on SmokeFree corporate image for all activities, actions, interventions | Smoke Free Brand identity (templates & Banners – Global emails, Powerpoint and stationary; ECU Matters; Student Matters (appendix 3, 11) | All |
| www.ecu.edu.au/smokefree (Self Help) | Behavioural strategies, online program, 5A's Cessation approach, smokefree@ecu.edu.au communication options & online request form. | All |
| ECU online feed - facebook | Range of social media ECU generated, | All |
| ECU campus media | Radio, phone promo's. | All |
| Communications | Newsletter - Response from Survey phase 2 request both smokers & non-smokers (5) | All |
| Employee Assistance Program (self help) | PPC Online and counselling | Staff |
| (Intensive interventions) | Fresh Starts - Quit Packs HBF Group Quit Group sessions (appendix 6, 8) Ono-on-one Quit Chat -Individual counselling, | All |
| Student Health Services (clinical interventions) | Brief advice from healthcare providers given in routine consultations Nicotine replacement therapy and others | Students |
| Student Counselling Services | Brief advice and associated support (stress) from counselling in routine consultations | students |
| Student Campus Living | Awareness at three campus living sites, aim to 100% smokefree, management awareness raising | Students |
| Innovation Campus awareness | Open days (merchandise, Quit packs, competitions, banners, teardrops) (appendix 3) Orientations – HP student volunteers Staff Expos, Stress Less Day (7) | Students Staff volunteer |
| Complementary initiatives | Provided by Staff Wellness program (wellness options, reflexology, meditation) (appendix 6) | Staff |

| Environmental Initiatives | Description | Access |
|--|---|---------------|
| Smoke Free signage | Welcome to Smokefree ECU campus sites (3) | All |
| Policy communications- students | ECU Values – Respect, By Laws (appendix 9), student charter, future students, recruitment, orientation, publications & prospectus, International PIBT, T&L 1 st lecture procedures (11) | Students |
| Policy communications- staff & contractors | ECU Values – Respect, employment, orientation, staff code of conduct, new staff and contractors online induction & “on boarding “ workshops Tool-kit consultation with GSTCC, AC Committees, OSH Committees, Faculty Senior Staff (appendix 10) | Staff |
| Identity Merchandise | Personal Butt Bins, air fresheners, mints, stress balls, flyers, banners, teardrops, | All |
| Air quality Advocacy | Passive smoking, Green Lungs, ECU environmental alignment, Butt Bins for litter. | All |
| Student accommodation | Campus living, Management decision smokefree | Students |
| Fleet vehicles | Strengthening existing ban in vehicles | All |
| OHS - Monitor and Evaluate | Internal and external campus feedback via Campus Smoking & other Working Groups. | All |

Quit programs feedback

While the survey was a useful tool to determine interest in attending campus quit sessions, these did not necessarily lead to bookings. The number of staff and students who took the opportunity to either attend a free group smoking cessation program (Fresh Starts by Cancer Council WA or HBF) were small, all smokers that attended gave up cigarettes or were confident they would remain that way by the end of the course. A small number of One-On-One chat sessions using Motivational Interviewing were conducted and were provided personalise support for participants to address their smoking habits. The small number is consistent with Curtin University who had 5 staff participating in a HBF group course and did not offer free cessation sessions to students. Feedback obtained from ECU campus participants was all positive (Survey Appendix 8).

Fresh starts group... “ very good, good structure, supportive”; “very informative and encouraging”; “ Glad I decided to come – really believe it has helped me to become a non-smoker”; “ I enjoyed the course and would recommend it to others.” Including 3 of the 4 were extremely sure they would continue to quit smoking and one mostly sure.

*HBF group..”Having tried to quit on many occasions this really did fit for me. Having the ability to chat to someone who has been through the same painful process has been a godsend. The fact they are up to date with all the latest methods helped to get over that fear. But there is one thing I learnt that no matter how you look at it, no matter how you justify or get through each day it simply comes down to two very simple but powerful statements. **Just take it one day at a time. I do not want to smoke ever again.** No matter how drunk or stressed I get even I can remember this. ☺Neil, quit Tuesday 11th October 2011 at 5pm. Currently- \$280 richer and counting!”*

Other feedback: ‘I would like a bit more structure’; ‘the facilitator was extremely encouraging and compassionate’; ‘facilitator had wonderful knowledge and experience’; ‘would like more practical exercises’; ‘ECU should continue to provide support for those that have made the decision to quit with follow-up sessions’.

Table 13 to provide additional comment on awareness and cessation support access

| Quit on campus | Staff | Students | total |
|---------------------------------|---------------------------------------|---------------------------------------|-------|
| Group session request survey | 23 (7 non, 4 ex, 11 smokers) | 43 (10 ex, 32 smokers) | 66 |
| Fresh Starts/ HBF bookings | 4/11 | 2 /6 | 23 |
| Fresh Starts/ HBF attendance | 3/7 | 1/3 | 14 |
| Fresh Starts/HBF completed | 3/ 5 | 1/ 3 | 12 |
| One-on-one chat request | 13 (1 non, 1 ex, 11 smokers) | 30 (9 ex, 21 smokers) | 43 |
| One-on-one bookings / completed | 3 JO/ 2ML * both opted for group quit | 4 JO/ 3 ML * two opted for group quit | 4 JO |

Meetings Challenges

Supporting current smokers in reducing harm

It has been recognised that smoking and passive smoking is hazardous to an individual’s health, and non-smokers will be protected from the involuntary inhalation of tobacco smoke, resulting from SmokeFree ECU 2012 By Law. The new self help online support at www.ecu.edu.au/smokefree provide a range of recognised best practises for Smoke Free workplaces based on the 5 A’s of cessation and should be updated with regular online feeds to ensure messages are fresh and relevant.

Comments from students and staff smokers were generally not extreme in objections to a smoking ban (Represented Figures 1-6 Wordles). Consideration for staff with limited opportunities to leave campus has been a focus of environmental and behavioural strategies including Tool-Kit (Appendix 10) for communications with staff by line managers. A range of communication and policy strategies are in place including employment messages and new staff orientation as well as ongoing staff awareness and student orientations are opportunities for policy clarity and implementation of education measures. See Table 12 for a range of responses provided with the Phase 2 program.

Awareness merchandise has been located at targeted high traffic campus sites during semester 2, such as Health Services, Student Counselling and Student Services and should be replenished as ongoing awareness strategies.

During the Phase 2 survey process attention was directed to PIBT International students, who were not included in the main online Phase 1 survey although they were included in the face to face intercept survey in 2009. The Findings indicated higher smoking levels with International Students requiring ongoing awareness strategies. However there were poor responses to the 2011 survey with only one respondent from the 640 surveyed despite follow-up strategies. Further ongoing support working with PIBT staff, who were very supportive during the phase 2 consultations, and providing clear messages to International students needs to be provided particularly at the MT Lawley campus where a large number of International students are located.

Smokers with regional needs are small in number however Bunbury Campus needs support for awareness and Quit strategies available from the broader Bunbury Community and facilities by Bunbury Population Health.

While regular smokers 7-10% (all smokers 10-15%) are currently less than 20% (Students)-57% (staff) daily campus users require ongoing supportive strategies. This would ensure smokers either take the choice of quitting, using alternative such as Nicotine Replacement Therapy (NRT) while on an ECU campus, or not smoking on campus is required.

Supporting non-smokers & sustainability

There is strong evidence that people have come to expect environments and workplaces that are free of carcinogenic exposure. Strengthening ECU policy (Behavioural and Environmental) provide a strong message to the majority non-smokers that **ECU value 'Respect'** for all Staff and Students health and safety. By strengthening and utilising existing campus programs and services, such as ECU Occupational Safety & Health; Staff Health & Wellness program; Campus Health Services and Counselling as well as Academic programs in Health Promotion; self help online site and Staff Employee Assistance Program will ensure a sustained application into the future. A strong focus on social media and ECU's communication strategies will enhance implementation of the new By-Law and are an efficient and quick channel to widen appeal and awareness.

Student accommodation managed by Campus Living support smoke free actions and has strengthened their focus to a smoke free environment in 2012.

A smoke free university will also provide expanded options for recognition and partnerships with a range of agencies including Healthway and the new Commonwealth Preventative Health Taskforce. Both agencies hold high priority to minimising the health implications of tobacco in the community and acknowledge exemplary workplaces.

Conclusion & future actions

Any smoke free ECU initiative needs to be part of a comprehensive and integrated approach and imbedded in present and future student and staff communications; existing Staff Health & Wellness program; OSH policies & health initiatives available to ECU Community.

Ongoing plan of actions after the commencement of smokefree 2012 include signage, managing change with the ECU community is included in Appendix 12.

The current proactive strength-based approach where focus is on welcoming a smokefree environment provides an on-going culture normalising non-smoking on the university campuses. The inspirational goal of the Vice Chancellor Kerry Cox and University Council to eliminate smoking on campus is likely to have further benefits to the University and community beyond health outcomes. Supporting universities as a hub of social diffusion against smoking, where non-smokers and smoking cessation become more 'contagious' so these processes can be accelerated among less well-educated groups and disadvantaged in the community (National Preventative Health Taskforce, 2008). State Government acknowledgement, by Healthway and others could include sponsorship opportunities; as well as ACOSH and Commonwealth Government recognition. University students represent an educated group of people whose attitudes and habits are of importance to future opinion formation and policy development (Stephoe 2002). The strong consistent communications on smokefree campus to new, existing and future students will raise ECU's profile in the community with universities nationally.

Every opportunity should be taken to communicate and celebrate the successes of this high level initiative to highlight the importance ECU Executive and Council place on the health and wellbeing of its workforce, student population and visitors to the Joondalup, Mt Lawley and Bunbury regional campuses and any ECU owned facilities.

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Appendix 1: ECU Tobacco Survey 2011 Staff & Students

Note Wellness questions 1-5 were included in this order in the online survey for Staff but moved to after smoking related questions in the Student online survey. (Below request to survey, reminder, and survey)

Dear staff member, (*similar to Students*)

You are invited to complete this brief survey to ascertain staff and students' smoking & well-being behaviours and interest in accessing QUIT options prior to ECU campuses becoming smoke free from January 2012.

The "Smoke-Free from 2012" initiative is endorsed by the Vice-Chancellor Kerry Cox and the University Council.

ECU values the opinions of staff and students working and studying on our campuses and will use the information to develop a range of strategies to support Smoke Free environments. This survey conforms with ECU policy regarding human research ethics. The findings will be used for research and an information sheet with further details can be accessed at <http://www.ecu.edu.au/schools/exercise-biomedical-and-health-sciences/ecu-smoke-free-2012/about/staff-and-student-surveys>.

If you wish to go into the draw for a \$100 gift voucher you can apply at the end of the survey. Your contact details will only be used for the prize draw or if you request further information.

[Click here to begin...](#)

Thank you

Jill Darby, Survey Coordinator
Lecturer Health Promotion
School of Exercise, Biomedical & Health Sciences
Edith Cowan University

smokefree@ecu.edu.au

Note - If the above link does not work, copy and paste the following URL into your web browser:
<http://inquisite8.ecu.edu.au/cgi-bin/qwebcorporate.dll?idx=85HQ9W&rk=ES1587>

This email was sent to: j.darby@ecu.edu.au

Dear staff member,

This is just a reminder that the smoke free ECU project 2011 survey is still open.
To access the survey, [please click here to begin...](#)

For further information, please see the original invite below.

Thank you
Survey Services

Smoke Free ECU

You are invited to complete this brief survey to ascertain staff and students' smoking & well-being behaviours and interest in accessing smoking QUIT options prior to ECU campuses becoming smoke free from January 2012.

The "Smoke-Free from 2012" initiative is endorsed by the Vice-Chancellor Kerry Cox and the University Council.

ECU values the opinions of staff and students working and studying on our campuses and will use the information to develop a range of strategies to support Smoke Free environments. This survey conforms with ECU policy regarding human research ethics.

Firstly, we would like to ask you some questions about your general health and well-being.

How often do you participate in 30 minutes of moderate-intensity physical activity?

(For example sport, exercise or other activities such as brisk walking. 30 Minutes can be 3 x 10 minute sessions of activity.)

- Daily
- Several times a week
- Once a week or less
- Not at all

What is your height in cm? cm

OR

What is your height in ft and inches? ft inches

What is your weight in kg? kg

POWERED BY
 inquisite

General health and well being (continued)

| On a day you have a caffeine drink, which best describes your (caffeine) drink use? | Never | Occasionally | Social drinker | Regular drinker |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Tea | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Coffee | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Energy drinks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

 Other - please describe

Regarding alcohol use, at the present I consider myself a ...?

- non-drinker
 occasional drinker
 social drinker
 heavy drinker
 binge drinker
 rather not say

Please indicate on a scale of one to ten, where one is 'not stressed' and 10 is 'completely stressed'.

| | Not Stressed | | | | | | | | Completely Stressed | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Please indicate how stressful you feel your daily life is on average. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Stress level | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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Smoking related questions

Are you living with any smokers?

- Yes
- No

Do any members of your family smoke cigarettes or other tobacco products?

- Yes
- No

Do you avoid places where you may be exposed to other people's cigarette smoke?

- Yes, always
- Yes, sometimes
- No, never

Which of the following best describes your use of cigarettes or other tobacco products?

- A non-smoker
- An ex-smoker
- Occasionally smoke (on average, less than one per day)
- Currently smoke regularly (one or more per day)
- Rather not say



Smokers

How often do you smoke cigarettes or tobacco products on an ECU campus?

- Not at all
- Less often than weekly
- At least weekly (but not daily)
- Daily
- Rather not say




Smokers

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Everyone gets this page:

SMOKE-FREE FROM 2012

**ECU**
EDITH COWAN UNIVERSITY


If you have concerns about smoking would you be interested in accessing any of the following information supporting an 'ECU smoke free environment'?
(Select as many as you like).

- Subscription to Smoke Free e-newsletter
- One-on-one QUIT chat (talk with a peer trained in motivational interviewing techniques)
- Campus-based Fresh Starts Program (Led by the Cancer Council of WA)
- Mobile phone SMS cues & updates
- Twitter updates on smoking support
- Facebook or other discussion board communication opportunities
- Online support to keep informed of Quit activities
- Online forum for smokers
- Stress management and coping skills (iPod Quit/relaxation support)
- iPhone or Android apps for QUIT support
- Nicotine Replacement support
- No thank you

For planning purposes, please note times that best suit you for:


| | |
|---------------------------------|---|
| One-on-one QUIT chats: | Campus-based Fresh Starts Program: |
| <input type="radio"/> Morning | <input type="radio"/> Morning |
| <input type="radio"/> Lunch | <input type="radio"/> 12 - 1:30 |
| <input type="radio"/> Afternoon | <input type="radio"/> Afternoon |
| <input type="radio"/> Any time | <input type="radio"/> Early evening |
| | <input type="radio"/> Any time |

Branching

POWERED BY


Only smokers get this page:


SMOKE-FREE FROM 2012

**ECU**
EDITH COWAN UNIVERSITY


You have indicated that you are a smoker, so we would like to ask you a few more questions.

At what age did you start smoking? yrs old.

How many years have you been smoking? yrs.

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Depending on the choice below, the corresponding score will be displayed next to the chosen option:

SMOKE-FREE FROM 2012  **ECU**
EDITH COWAN UNIVERSITY

How soon after waking do you smoke your first cigarette?

Within 5 minutes

5 - 30 minutes

31 - 60 minutes Score = 1

60+ minutes

How many cigarettes per day do you smoke?

10 or less

11 - 20


21 - 30 Score = 2

31 or more

Add the two scores above to work out your Nicotine dependence score.

Nicotine dependence scores are rated as follows:

0 - 2 low nicotine dependence
3 - 4 moderate nicotine dependence
5+ high nicotine dependence

POWERED BY 

Only smokers get this page:



Have you tried to quit smoking?

- No
- Yes, once
- Yes, several times



During the last 12 months, have you done any of the following?

(Mark all that apply)

- Discussed smoking and health at home
- Rung the "QUIT" line
- Asked your doctor for help to quit
- Used nicotine gum, nicotine patch or nicotine inhaler
- Used a smoking cessation pill (e.g. Zyban)
- Bought a product other than nicotine patch, gum or pill to help you quit
- Read "How to Quit" literature
- Used the Internet to help you quit
- Done something else to help you quit
- None of the above
- Don't know

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Only smokers get this page:

SMOKE-FREE FROM 2012



Are you planning to quit smoking within the ...

- next month.
- next six months.
- sometime in the future (beyond six months).
- not planning to quit.

Only smokers planning to quit get this

What is your MAIN reason for wanting to quit?


- Health
- External pressure (ie family, friends, colleagues, environmental policy)
- Financial
- How I feel about myself
- Other

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Only smokers that are planning to quit get this page:

SMOKE-FREE FROM 2012 

If you decide to give up smoking completely in the next six months, how sure are you that you would succeed?

Not very sure

Moderately sure

Mostly sure

Extremely sure

Would you like support on smoking information?

Yes only via email


Yes email and SMS.

No thank you

Preferred SMS # (04xxxxxxxx):

Branching

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Only *non-smokers* and *ex-smokers* get this page:

SMOKE-FREE FROM 2012 

Would you like to be kept informed on smoke free opportunities?

Yes

No

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We would like to ask you some demographic questions to assist in our research.

How old are you? (in years)

What gender are you?

- Male
- Female

Which of the following are you? (if more than one, please select the option which accounts for most of your on-campus time.)

- ECU student
 - PIBT student
 - PIBT staff member
 - ECU General staff member
 - ECU Academic staff member
- Which are you?
- domestic student
 - international student

Which campus do you mostly attend?

- Mt Lawley
- Joondalup
- Bunbury
- I work or study remote from ECU campuses



Everyone gets this page:

Would you like to comment on the issue of smoking on an ECU campus?

Thank you for completing this survey questionnaire. We appreciate your input.

If you would like to enter the \$100 prize draw, please provide a phone number we can contact you on.

Phone number:

Don't forget to hit the **FINISH** button to finalise your response. Once you do this you will be taken to the **Smoke Free 2012** webpage where you can see details on the program and activities for 2011.



Appendix 2: Survey Information Sheet

Information for ECU Staff & Students' completing 'Smoking at ECU Survey 2011

What are you being asked?

The purpose of this online survey is to find out ECU staff and students' smoking and well-being behaviours and interest in supporting smoking cessation options leading up to Smoke Free campuses in 2012.

How long will it take?

It should take about 5-6 minutes to complete the survey

Who is asking these questions?

Researchers in the School of Exercise, Biomedical and Health Sciences are conducting this survey approved and endorsed by the Vice Chancellor Kerry Cox and the University Council.

How will the information be used?

ECU values the opinions of staff and students working and studying on our Campuses and will use the information to develop a range of strategies to support an ECU Smoke Free environment.

Will I be identified with this survey?

No. You are not identified unless you choose to receive follow-up contact and information or to enter the \$100 gift voucher draw. Your information will be treated with confidentiality by the research team.

Do I have to do this survey?

No, it is voluntary. However by answering the survey questions you are consenting to take part in the research project.

If I have questions?

You can contact survey coordinator Jill Darby on 63045081 (ECU Lecturer in the School of Exercise, Biomedical and Health Sciences).

What about ECU Smoke Free environment in 2012?

On the 1 January 2012 ECU campuses will be Smoke Free environments, supporting safe and healthy workplaces for all University users. From June 2011 more information will be available online at

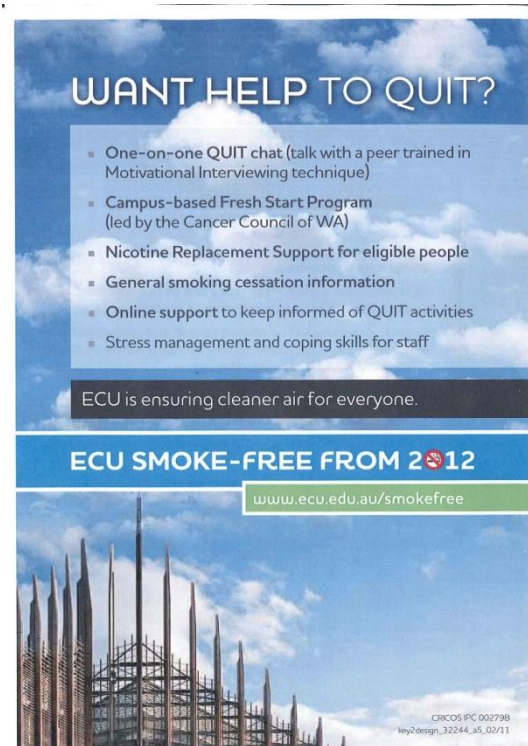
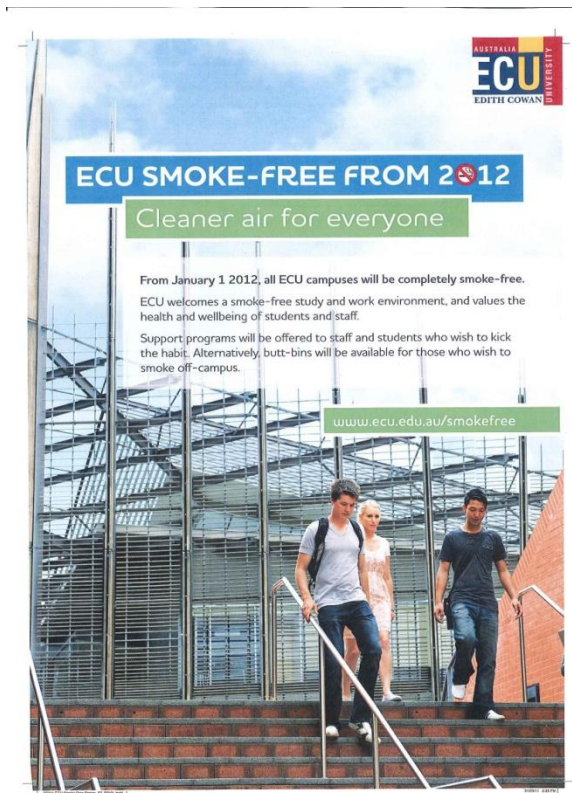
www.ecu.edu.au/smokefree

Ethics approval number (6373 Darby). If participants have any complaint regarding the manner, in which a research project is conducted, it may be given to the researcher or, alternatively to the Ethics Officer, Human Research Ethics Committee, Edith Cowan University 270 Joondalup Drive Joondalup 6027 (Ph 63042170).

Appendix 3: Smokefree Branding and Identity



Posters, show-bag flyers & Banner



Appendix 4: Frequently Asked Questions

Q: Why is the University going smoke-free?

A: As an institute of higher learning, the University wants to encourage healthier lifestyle choices for staff, students and the wider community who share and visit our campuses.

Introducing a smoke-free environment follows feedback from members of the University community and consultation with a range of key stakeholders.

We have a legal responsibility to provide a safe workplace and to protect staff, students and visitors from the serious health risks associated with exposure to second hand smoke (passive).

Q: When will the University become smoke-free?

A: The University will be smoke-free from 1st January, 2012.

At all ECU Campuses: Joondalup; Mount Lawley and Bunbury

Q: Where does the smoke-free initiative apply?

A: The smoke-free initiative will apply to ALL University campuses and facilities including carparks and ovals and all University leased premises.

Q: Who is affected by the smoke-free initiative?

A: Anyone who studies, works or visits ECU campuses including general public and contractors.

Q: What about University residential facilities?

A: As the Student villages are on University grounds they are the homes of the residents so special arrangement has been established which allows residents to smoke in designated external smoking

areas. This is an interim measure that will be reviewed.

Q: Is second hand smoke really harmful?

A: Medical evidence is irrefutable that second hand smoke (passive smoke) causes serious diseases and harm to others, including non-smokers.

Q: What happens if I continue to smoke?

A: A member of the University community will advise you that all University campuses are smoke-free and request that the tobacco product be put out or you move off University grounds.

Q: What happens if I refuse to stop smoking?

A: At this stage we are strongly encouraging people to refrain from smoking on ALL University campuses. The University by laws have been amended to include smoking is prohibited and failure to comply may result in disciplinary action.

Q: Who will be policing this initiative?

A: Everyone. It is your right and responsibility to maintain a healthy and safe workplace, if you see people smoking anywhere on ECU grounds you are within your rights to respectfully ask them to move off the campus or put the cigarette out.

Q: What about the rights of smokers?

A: The policy is about where people can smoke so that their smoke doesn't cause harm to others. Non-smokers have a right to breathe clean air that is not contaminated by carcinogens and other harmful substances in tobacco smoke.

Q: What support will be provided to staff that wish to stop smoking?

A: The University actively supports staff and students who want to stop smoking. Please visit the University's Website: www.ecu.edu.au/smokefree where you will find a range of tools and information that will assist you.

Appendix 5: Newsletters



In this issue

Campus Quit Sessions
NRT support
Non-smokers support
Staff & Student Surveys
Smokefree ECU Winners



Quit Smoking Support



You have a range of options to support Quitting. These sessions are FREE but under the terms when you sign up, you agree to attend all sessions. It is important if you are taking prescribed medication, have a current mental health condition and /or health conditions such as asthma, diabetes, cardiac related disorders or epilepsy you contact your treating doctor before you attend the course.

Smokers can choose from:

One-on-one Quit Chat using Motivational Interviewing for (1 hour & follow-up) various times on Metro Campuses.
[Request a booking](#)

Fresh Starts Group Course meets 1hour twice a week for 4 weeks (8 sessions)

HBF Group Course meets 1hour once a week for 4 weeks (4 sessions)

JOONDALUP CAMPUS:

Fresh starts Group Course
Commencing: Tuesday 27th September 4.30 – 5.30pm & Thursday 29th September 4.30 – 5.30pm and runs twice a week for 4 weeks. [Request a booking.](#)

JOONDALUP CAMPUS

HBF Group Course
Commencing: Thursday 22nd September 12pm - 1pm. Bring your lunch. This program runs once a week for 4 weeks. [Request a booking](#)

MOUNT LAWLEY CAMPUS

HBF Group Course
Commencing: Wednesday 21st September 12pm – 1pm
Bring your lunch.
This program runs once a week for 4 weeks. [Request a booking](#)

BUNBURY CAMPUS staff and students will be supported with access to cessation options during the semester. Send your [Bunbury request](#) if you want to access any QUIT support.



www.ecu.edu.au/smokefree



Nicotine Replacement Therapy support

[Nicotine Replacement Therapy](#) (NRT) delivers nicotine without all the other components of cigarettes and helps some smokers to take healthier steps to Quit. NRT has been shown to help reduce cravings and withdrawal symptoms associated with quitting smoking.

ECU Student Health Centre and your General Practitioner or pharmacist will provide a guide on treatment. NRT is listed on the Pharmaceutical Benefits Funds (PBF) which subsidises drugs. A four-week course of nicotine patches for approximately \$34.20 with a doctor's prescription. Those holding a concession card for \$5.60 with a doctor's prescription and \$0 on the Safety Net.

To find out your level of Nicotine Dependence ([Simple Fagerstrom test](#)) smokers can determine low, medium and high level of dependence when choosing Quit options. High dependence would suit the [Fresh Starts program](#) or HBF.

Staff can make use of the [Employee Assistance Program](#)

Students can access [Student Counselling and Health Services](#)

Non smokers support

It is important smokers are provided support and encouragement while we 'welcome smokefree ECU' campuses. Change will only occur with the help of the majority of non-smokers. You can [assist a friend or colleague](#) who is quitting.

Smokefree Survey 2011

Thankyou to the 968 Staff and 2,087 Students who completed the surveys. Participants who requested Quit support will be invited to sign up to QUIT sessions. If you didn't complete the online survey you can still make requests via smokefree@ecu.edu.au or online [request support](#).

Smokefree ECU Winners

Staff Survey \$100 Voucher Alia Karra

Student Survey \$100 Voucher Ellenore Sandilands

Our recent Campus awareness programs involved 19 health sciences and nursing student volunteer sessions; 304 people from the ECU community participated in the Smokefree Quiz - Wheel competition. We distributed 1500 Smokefree Balloons! Cook book winners for Open Days & Student Orientations were Ben Sterling and Ben Cameron. Staff Expos winners were Sonia Ryall, Heidi Young and Deb Henah from Bunbury.



Sophie and Irene volunteer students promoting smoke free at the Staff Expo

ECU SMOKE-FREE FROM 2012

Cleaner air for everyone

November 2011

In this issue

- 2012 Campus Quit Sessions
- ECU community members quit
- Managing change in 2012
- Non-smokers support
- Hypnosis support
- 2011 Survey findings



www.ecu.edu.au/smokefree

Staff can make use of the [Employee Assistance Program](#)
Students can access [Student Counseling and Health Services](#)

2012 Quit Smoking Support



ECU recently funded staff & students to take advantage of the Fresh Starts & HBF corporate QUIT Group session. **Neil was impressed** .."Having tried to quit on many occasions this really did fit for me. Having the ability to chat to someone who has been through the same painful process has been a godsend. The fact they are up to date with all the latest methods helped to get over that fear. But there is one thing I learnt that no matter how you look at it, no matter how you justify or get through each day it simply comes down to two very simple but powerful statements. **Just take it one day at a time. I do not want to smoke ever again. No matter how stressed, even I can remember.** 😊

In 2012 you will have a range of options to support Quitting. These sessions are FREE but under the terms when you sign up, you agree to attend all sessions. It is important if you are taking prescribed medication, have a current mental health condition and /or health conditions such as asthma, diabetes, cardiac related disorders or epilepsy you contact your treating doctor before you attend the course.

Staff & Student can choose from:

Orientation 1h sessions: Joondalup
Tuesday 21 February; Mt Lawley
Thursday 23 February – [for times](#)

JOONDALUP CAMPUS
HBF Group 4 week Course
(8, 15, 22, 29 March)

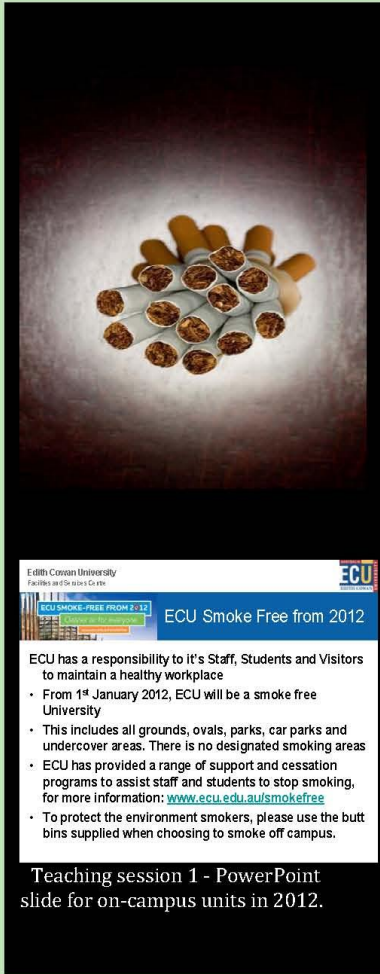
Commencing:
Thursday 8th March 12pm - 1pm.
Bring your lunch.
This program runs once a week for 4 weeks. [Request a booking](#)

MOUNT LAWLEY CAMPUS
HBF Group 4week Course
(7, 14, 21, 28 March)

Commencing:
Wednesday 7th March 12pm – 1pm
Bring your lunch.
This program runs once a week for 4 weeks. [Request a booking](#)

BUNBURY CAMPUS staff and students will be supported with access to cessation options during the semester. Send your [Bunbury request](#) if you want to access any QUIT support.

One-on-one Quit Chat using Motivational Interviewing for (1 hour & follow-up) various times on Metro Campuses. [Request a booking](#)



Managing Change at ECU in 2012

Smoke Free from 2012, is genuinely a ground breaking initiative and has been applauded in many circles. The University has been proactive in discouraging smoking on its campuses while ensuring that those who may feel disadvantaged by this have also been catered for by ECU offering a range of cessation programs to assist them to adjust to the new situation, and hopefully quit smoking. The University has amended its By-laws to prohibit smoking on ECU grounds, and has also developed a smoke free University policy. (2011 [Smoke Free ECU report](#) appendix 9)

The complete [Change Management document](#) .

The key elements when addressing the issue are:

- It is everyone's right & responsibility to maintain a healthy workplace.
- It is everyone's right to be treated with courtesy and respect.
- The smoke free policy applies to staff, students and visitors.

The conversation that staff and students could have with people they see smoking on campus:

Always assume that the person smoking is **not** aware of the change –simply bring to their attention in a friendly manner that ECU is now smoke-free.

If necessary, you could also mention that monetary penalties of up to \$250 apply for breaches of the By-laws, inc. smoking on campus.

Non-smokers support

It is important smokers are provided support & encouragement to 'welcome smoke free ECU' campuses. Change will only occur with the help of the majority of non-smokers. You can [assist a friend or colleague](#) who is quitting. Let them know about the free Quit sessions on campus in 2012.

Hypnosis

Hypnotherapy has been used by some people to Quit smoking. This process changes negative subconscious programming enabling some people to achieve what their conscious desires, bringing about profound changes in long term habits like nicotine addiction. Some programs can be claimed under private medical cover. [Advanced Clinical Hypnotherapy and Counseling](#) and [Quit Cigarettes in 60 Minutes](#).

Smoke free Survey findings 2011

Potentially **147 students and 45 staff were confident they will quit** smoking in the coming year, representing ~half participant smokers in the survey. Staff smokers - 10% (7.5% **regular**/ 2.7% occasional). Student smokers - 15% (**10% regular**/ 5.6 % occasional). 29% of student smokers and 56% of staff smoked on-campus daily.

Health was the major reason for smokers wanting to quit suggesting campus health and wellness education and activities will be very relevant to smokers wanting to quit. Regular smokers who tried to quit (80% staff & 60% students); while occasional smokers were more likely to Quit.

More details of the 2011 [Smoke Free ECU report](#) .
www.ecu.edu.au/smokefree



Campus Stress Less promotion

Edith Cowan University



Attention Staff & Students Support to Quit Smoking



LIVE LIFE LONGER

JOONDALUP CAMPUS:

Fresh starts Group Course

Commencing: Tuesday 27 September 4.30 – 5.30

& Thursday 29 September 4.30 – 5.30pm

- runs twice a week for 4 weeks.

[Request a booking online](#)

JOONDALUP CAMPUS

HBF Group Course

Commencing:

Thursday 22 September 12pm - 1pm.

Bring your lunch.

- runs once a week for 4 weeks.

[Request a booking online](#)

MOUNT LAWLEY CAMPUS

HBF Group Course

Commencing:

Wednesday 21 September 12 – 1pm

Bring your lunch.

- runs once a week for 4 weeks.

[Request a booking online](#)

BUNBURY CAMPUS staff and students will be supported with access to cessation options during the semester. Send your [Bunbury request online](#) if you want to access any QUIT support.

Register by going online to

www.ecu.edu.au/smokefree Request Support

or smokefree@ecu.edu.au

Once you have registered you will be sent room details and an acknowledgement form to take to the first session.

All Group sessions are FREE
for Staff & students

It is important if you are taking prescribed medication for any current health condition contact your treating doctor before you attend the course.

[Nicotine Replacement Therapy](#) (NRT) delivers nicotine without all the other components of cigarettes and helps some smokers to take healthier steps to Quit. NRT has been shown to help reduce cravings and withdrawal symptoms associated with quitting smoking

ECU Student Health Centre and your General Practitioner or pharmacist will provide a guide on treatment. NRT is listed on the Pharmaceutical Benefits Funds (PBF) which subsidises drugs. Cost for a four-week course of nicotine patches is approximately \$34.20 with a doctor's prescription. Those holding a concession card for \$5.60 with a doctor's prescription and \$0 on the Safety Net.

Want to be healthy, happy and enjoying every minute of life?
Take part in Live Life Longer www.hr.ecu.edu.au/wellness



Appendix 7: Campus Awareness – Open, Orientation, Staff Expos, Stress Less

| Awareness and promotion | Staff Expo (all-campus) | Open day (ML 7 Aug & JO 31 July) | Orientations (ML 28 July & JO 26 July) | Stress less day (ML & JO) |
|------------------------------------|-------------------------|------------------------------------|--|---------------------------|
| Smokefree competition participants | 127 | 99 | 78 | 63 |
| Volunteer support | 6 | 6 | 10 | 1 |



Appendix 8: Quit Programs Feedback Survey



Smokefree ECU Questionnaire

Thank you for participating in one of the ECU Quit Group Courses. Please take the time to complete this short questionnaire and return to your course facilitator when you are finished.

Name: _____

1. Which course did you participate in?

- Fresh Start Course (with Doris Neuwerth)*
- HBF Group Course (with Anne Young)*
- One-on-one Motivational Interview*

2. Do you have any comments about the cessation course that you joined?

3. How confident are you that you will continue to quit smoking?

- Not very sure*
- Moderately sure*
- Mostly sure*
- Extremely sure*

4. What was the main reason for you wanting to quit smoking? (Please tick as many as apply)

- Health*
- External pressure (e.g. family, friends, colleagues, environmental policy)*
- Financial*
- How I feel about myself*
- ECU becoming Smokefree in 2012*
- Other (please specify: _____)*

5. Do you have any further comments on ECU becoming Smokefree in 2012?

Thank you for completing the questionnaire.

POLICY

Policy Title: Smoke Free University

Descriptors : 1) Smoking 2) Tobacco 3) Environmental

Category : Human Resources

1. Intent

The intent of this document is to outline the University's commitment to creating an environment whereby its staff, students contractors and visitors are not exposed to the hazard of tobacco smoke.

As a major contributor to health research in Western Australia the University is committed to aligning it's health and safety policy to its health research, in this way creating an environment that promotes the health and wellbeing of its staff and students and all others entering ECU buildings and grounds.

2. Organisational Scope

This policy applies to all staff, students, contractors and visitors to the University. It applies all University property and lands including ovals, car parks, buildings vehicles and roads.

This Policy applies to all new contractual agreements relating to construction, maintenance, lease or rental of buildings owned or under the control of the University.

3. Definitions

- 'Building'** a building owned by or under the control of the University by virtue of the lease or any other arrangement. This also includes points of entry and exit, external air conditioning ducts and vents.
- 'Contractor'** means the person, partnership or corporation bound to execute the work under the contract and shall be responsible for the superintendence of the works so as to ensure the works are carried out in accordance with the contract.
- 'Property'** means the property owned by or under the control of the University whether freehold title or by lease or rental agreement and includes any portions of such property.
- 'Smoking'** includes cigars, pipes and or cigarettes or the use of any product that emits harmful or toxic substances
- 'Sub-Contractor'** means the person, partnership or corporation bound by the contractor to execute work under the contract.

| | |
|-----------------------------|--|
| ‘University Grounds’ | means all grounds, gardens, walkways and car parks owned by or under the control of the University by virtue of a lease or rental agreement. |
| ‘Vehicle’ | means a motor vehicle, plane or boating vessel owned or leased by the University and used for University purposes. |
| ‘Visitor’ | means any person who is not an ECU student or staff member on University grounds including volunteers and persons using University facilities. |
| ‘Workplace’ | means a place where employees work or are likely to be in the course of their work. |

3. Policy Content

As specified in the Edith Cowan University Lands and Traffic By-Laws, smoking is prohibited in all Edith Cowan University workplaces (whether on or off campus).

Recruitment and all other advertising documents including student and staff induction handbooks will clearly indicate that the University is a smoke-free University.

Employees, students, contractors, sub-contractors and their employees are reminded that the use of tobacco products is also prohibited with respect to the following situations.

4.1 Specific rules on the prohibition of tobacco related products

4.1.1 Smoking is prohibited:

- a. in all ECU owned and controlled buildings and workplaces, whether on campus or not;;;
- b. on all University grounds, unless subject to a specific Declaration by the Vice-Chancellor, made under the Edith Cowan University Lands and Traffic By-laws, to permit smoking in a designated area;;;
- c. in all ECU vehicles or any vehicle being used for the purpose of university business.

ECU Staff and students will be encouraged and supported to quit smoking via the established support systems.

4.2 Building requirements

- 4,2,1 The University will erect signage to inform persons that they have entered a smoke-free environment.

4.3 Policy implementation and maintenance

- 4.3.1 Human Resources Service Centre (Occupational Safety & Health) are delegated the strategic responsibility for reviewing and amending this Policy.
- 4.3.2 University Faculties and Service Centres are responsible for the operational implementation and maintenance.

5. References

| | | |
|-------------------------------|--|---|
| Policy Code: | HR083 | File No: 85/0287 |
| Policy Owner: | Director, Human Resources Service Centre | |
| Approved by: | Vice-Chancellor | |
| Date Approved: | 15 June 2001 | |
| Revision Date: | August 2014 | |
| Amendments: | June 2001 | Policy reformatted in April 2001 to meet legislative changes. |
| | March 2003 | <ul style="list-style-type: none"> • Policy amended to include the definition of Enclosed Workplaces. • Other sections amended to accompany the above definition. • Revised to suit the University format. |
| | January 2005 | Policy revised to meet the amended Smoking in Public Places Regulations e.g. prohibition of smoking around entrances/exits and air conditioning ducts. |
| | July 2009 | Policy amended to comply with University Guidelines re Drafting of Policy Documents. |
| | September 2010 | Minor Amendment regarding revised restrictions on smoking locations – Approved by Vice-Chancellor 29.09.2010 |
| | August 2011 | Review of policy to reflect changes within the University By-Laws. |
| Related Policies / Documents: | <ul style="list-style-type: none"> • <i>Occupational Safety and Health Act 1984 (WA)</i> • <i>Tobacco Products Control Act 2006 (WA)</i> http://www.slp.wa.gov.au/legislation/statutes.nsf/main_mrtitle_983_homepage.html • <i>Tobacco Products Control Regulations 2006 (WA)</i> • http://www.slp.wa.gov.au/legislation/statutes.nsf/main_mrtitle_2116_homepage.html • Edith Cowan University Lands and Traffic By-Laws • University Occupational Safety & Health Policy (HR081) | |

6. Contact Information

| | |
|-----------------|--|
| Contact Person: | Mike Gavin, Manager Occupational Safety and Health |
| Telephone: | (08) 6304 2302 |
| Email address: | m.gavin@ecu.edu.au |

GUIDELINES

SMOKE FREE UNIVERSITY

These Guidelines are to be read in conjunction with the University Policy on “Smoke Free University.”

RESPONSIBILITIES

These Guidelines provide specific responsibilities relating to the management of a smoke-free university.

1. DIRECTORS WITH SPECIFIC RESPONSIBILITIES

- 1.1 The Director of Student Services will advise all students that ECU is a smoke free University and provide information on cessation programs that are available to students.
- 1.2 The Director of Finance & Business Services Centre will amend all tender and contract documents, purchase orders and the associated documentation to state that all ECU campuses are a smoke-free environment.
- 1.3 The Director of Human Resources will include a statement in staff recruitment advertisements that ECU is a smoke-free environment.
- 1.4 The Director of Facilities and Services will provide a statement advising all Contractors of ECU’s smoke-free environment on the ECU website and include this statement in the contractors’ induction.
- 1.5 The Director of Facilities and Services will install sufficient signage so as to inform users of and visitors that the campus is a smoke free environment.

2. UNIVERSITY MANAGERS/SUPERVISORY STAFF

Executive Deans, Deans, Directors, Heads of Schools, Managers and Supervisors or their appointed nominee(s) are responsible for ensuring that:

- 2.1 the requirements of the *Smoke-Free University Policy* and accompanying guidelines are implemented in their area of control;;;
- 2.2 University staff and students are made aware of the requirements of the *Smoke-Free University Policy* and their specific responsibilities;;;
- 2.3 information and instructions are provided on the application of the *Smoke-Free University Policy*;;;
- 2.4 employees and students under their control comply with all sections of the requirements of this policy and specifically responsibilities;;;
- 2.5 staff are made aware of the smoking cessation programs supported by the University;
- 2.6 breaches are managed in accordance with the established procedures.

3. STAFF

- 3.1 Staffs who identify other staff or students smoking on University grounds should advise that person that they are smoking in a prohibited area and request them to move off ECU property.
- 3.2 University employees who wish to smoke while using their own vehicle for University business and other University employees are in the vehicle, should seek permission from the accompanying passenger(s) and the employee wishing to smoke should be considerate of their wishes.

**3.3 UNIVERSITY TEACHING STAFF **

- 3.4 **University teaching staff will advise students at the commencement of each semester and thereafter on a periodic basis that the University is a smoke-free environment.**

4. ASSET DELIVERY UNIT

- 4.1 The Asset Delivery Unit will ensure that all signage conforms with the *Smoke-Free University Policy* and they will inform/consult with the Campus Facilities Management Office accordingly for the purpose of correct signage.
- 4.2 The Asset Delivery Unit will identify, on all proposed University work sites (this includes new buildings) as per the requirements of the *Smoke-Free University Policy* that they will be smoke free.
- 4.3 All new contracts of work will include a section outlining that ECU has smoke-free campuses, and the Asset Delivery Unit will reinforce this to the principal contractor.
- 4.4 The Campus Facilities Management Office, in consultation with the Asset Delivery Unit will ensure that smoke free signage is erected as per the requirements of the *Smoke-Free University Policy*, and that it is maintained and constantly visible. As appropriate damaged signs will be replaced, or new signs erected.

5. UNIVERSITY CONTRACTORS

- 5.1 Contractors, sub-contractors, their employees and any other persons engaged by the University to undertake works on any of the University premises or infrastructure will be expected to meet the requirements of the *Smoke Free University Policy*.
- 5.2 The staff member engaging a contractor is required to make the contractor aware of the *Smoke-Free University Policy* at the time of engagement.

6. STUDENTS

- 7.1 Students are responsible for working and acting safely. Specific student responsibilities include complying with all Edith Cowan University's OS&H policies, procedures and instructions provided by the lecturer or tutor that the University is a smoke-free environment as outlined by the *Smoke-Free University Policy*, and
- 7.2 Students who identify students or visitors smoking on University grounds should advise that person that they are smoking in a prohibited area.

8 VISITORS

- 8.2 *Visitors* are responsible and accountable for their actions when on campus property and are required to co-operate with the Universities OS&H requirements.

Appendix 10: Managers Toolkit

Suggested actions to manage the smoke free initiative.

Smoke Free from 2012, is genuinely a ground breaking initiative and has been applauded in many circles. The University has been proactive in discouraging smoking on its campuses while ensuring that those who may feel disadvantaged by this have also been catered for by ECU offering a range of cessation programs to assist them to adjust to the new situation, and hopefully quit smoking.

The change to a smoke free campus has been clearly articulated to the University community through a range of media to ensure that staff and students, and visitors entering our University, are aware of the new situation. The University has amended its By-laws to prohibit smoking on ECU grounds, and has also developed a smoke free University policy.

There has been some feedback from staff and students wanting to know how the new situation will be managed and who will be managing the process. It is extremely important that in the next 12 months these issues are managed with sensitivity and consistency across all campuses. The key elements when addressing the issue are:

- It is everyone's right and responsibility to maintain a healthy workplace.
- It is everyone's right to be treated with courtesy and respect.
- The smoke free policy applies to staff, students and visitors.

Staff

The dialogue/conversation

The conversation that staff and students could have with people they see smoking on campus:

Always assume that the person smoking is **not** aware of the change –simply bring to their attention in a friendly manner that ECU is now smokefree.

Staff working with staff: This can be a particularly sensitive/awkward issue when you are interacting with people that are in your own area. They are your work colleagues and everyone wants a harmonious workplace.

To establish some clear boundaries and expectations from the start of the 2012:

There will be an official email that goes to all staff at the start of the year explaining the new Policy and arrangements for its implementation. However, it would be a good idea to establish the expectations that may need to be addressed as a result of the Policy for your Faculty / School / business unit/centre.

The line manager could circulate an email at the beginning of the year reminding everyone that ECU is now smoke free.

For everyone the dialogue to use:

If you see a colleague smoking, remind them politely that ECU campuses are now smoke free.

If the person/persons persist it is probably time to refer the matter to your line manager.

The line manager may also have other issues that will need to be managed:

- The person who continues to smoke on campus

The first time this happens follow the above format and consider this a casual conversation. Again make the assumption that the person may not be aware of the initiative and provide them with the information

- They can't smoke on campus.
- Cessation programs are available to assist them to quit.
- Direct them to the Smoke-free website: www.ecu.edu.au/smokefree for further information or the EAP who offer stress management and coping skills that also may assist.

If the situation continues:

Inform the person that you are aware that they are continuing to smoke on campus and that they are in contravention of the University By-laws and smoke free policy. Should this continue you will reluctantly have to raise your concerns with your line manager - at this stage advice via HR is appropriate.

Staff spending excessive time on "Smoke Breaks" :

Because staff can no longer smoke on campus this does not give smokers permission to spend extended periods of time off campus on smoke breaks.

As Line Manager/Supervisor it is recommended that this be pointed out to the person as soon as you notice the behaviour. As Line Manager/Supervisor articulate your expectation promptly – 1 morning tea break lasting XXX minutes and the same rule applies to everyone..

Follow the process as outlined above (relating it back to time keeping) and should the behaviour continue after three discussions advice that the matter will be referred on to your line manager

For more assistance, ideas on how to manage specific situations speak to you HR account manager.

Enforcing the By Laws & Policy

The University has applied the correct governance process by amending the By-laws and establishing the policy to manage non compliance. However, imposing the penalties in the By-laws is considered to be the last resort.

However, as Line Manager/Supervisor if you feel you have done everything you can and have not been successful, have a conversation with your HR account manager on further options.

Students

The dialogue/conversation

The conversation that staff and students could have with people they see smoking on campus:

Always assume that the person smoking is **not** aware of the change –simply bring to their attention in a friendly manner that ECU is now smokefree.

If necessary, you could also mention that monetary penalties of up to \$250 apply for breaches of the By-laws, including smoking on campus.

Appendix 11: Teaching Emergency Management Slide for all on-campus units.

Edith Cowan University
Facilities and Services Centre



ECU Smoke Free from 2012

ECU has a responsibility to it's Staff, Students and Visitors to maintain a healthy workplace

- **From 1st January 2012, ECU will be a smoke free University**
- **This includes all grounds, ovals, parks, car parks and undercover areas. There is no designated smoking areas**
- **ECU has provided a range of support and cessation programs to assist staff and students to stop smoking, for more information: www.ecu.edu.au/smokefree**
- **To protect the environment smokers, please use the butt bins supplied when choosing to smoke off campus.**



Appendix 12: ECU Smoke-Free from 2012 – Where to from 1st January.

The Smoke-Free 2012 project commenced on January 2011 and the current format will come to a close in December 2011. Plans have been put in place to ensure that the work undertaken to establish and deliver the smoke free message continues to maintain its momentum into 2012.

November 2011 – February 2012

- **Signage**

All Campus signage will be changed over from the end of the exam period through to the commencement of 1st Semester. The current signage will be removed including all smoking paraphernalia i.e. ashtrays and new signage installed:

- on the perimeter and entrances of all campuses
- all alfresco or eating areas will display smoke free signage
- Temporary “cleaner air for everyone” signage will be placed on building entrances

- **Managing change**

ECU takes the position that maintaining a healthy workplace is everyone’s responsibility and there will no specific area managing those continuing to smoke on campus. A document is currently being developed that will assist staff, students and particularly supervisors/line managers in dealing with people who continue to smoke on campus. It is anticipated that 2012 will continue as an educational year and any actions taken will be consistent across all campuses.

The document will be available to staff and students and located at:

www.ecu.edu.au/smokefree and staff and students notified through ECU Matters and Student Matters – a copy will be sent to the Faculty and service centre managers to distribute to their supervisory staff.

- **Smoke -Free Staff Issues**

As of 1st January 2012, the Smoke Free message will continue to be promoted and supported by the Wellness Coordinator, Fiona Peters. All promotional materials, staff events and arrangements for cessation programs relating to ECU staff will be managed by that position.

- **Smoke- Free Student Issues**

The Smoke- Free message has been extensively promoted throughout the course of 2011 through several mediums such as:

- The Student Prospectus
- All student promotional material and publications
- The ECU website
- Directly to current students through Expo’s, orientation programs, open days and workshops
- Student Recruitment & school visits
- Student publications (overseas students)
- Guild publications/student ECU publications
- Student medical services and student counselling
- Both the project manager and Jill Darby have worked extensively with PIBT.

With the layered approach to the promotion of this initiative to both current and future ECU students we have taken the stance that in 2012 most students coming onto an ECU campus will know that they are entering a smoke free environment and act accordingly.

Actions that will be taken at the commencement of 2012 to reinforce the smoke-free campus:

| Completed | Action | Managed by: |
|-----------|--|-----------------------|
| | Reminder email (global) sent to Staff and Students | Corporate Coms (GB) |
| | Stall – student orientation | Jill Darby + Support* |
| | Smoke Free talk – tips & Support information | GB & JD |
| | Flyers for “Get Set Saturday” ML & JO | GB |
| | Cessation Programs booked and promoted at orientation | JD |
| | International Students orientation | GB |
| | PIBT Students orientation | JD |
| | Key student areas continue with static displays | JD + support* |
| | Smoke Free slide developed and issued the all Faculties for distribution the lecturing staff | GB |

*Support = Health promotion students

Underpinning the beginning of the year activities will be the campus signage, smoke free message on the ECU website, the smoke free website will continue to maintained www.ecu.edu.au/smokefree . All ECU promotional and student publications will continue to carry the smoke- free message.

Any other promotions/activities for students will be managed by Jill Darby – and queries should be directed to her EXT 5081.

Any actions regarding students smoking on campus will be managed by Glenda Jackson (Director, Student Services) or her delegates.

Conclusion

The Smoke – Free 2012 campaign has tried to promote this initiative through a range of mediums in the hope that anyone entering an ECU Campus will know that they are entering a smoke free environment and act accordingly. There is policy and By- Laws and change management process in place to support the initiative through good governance; cessation programs in place to support staff and students to manage the change of culture; promotional materials, signage and activities programmed to ensure the message continues to be given a focus and awareness raised.

With the best will in the world I am sure that there will be issues that will need to be addressed and we will only know what they are when they occur. One final recommendation would be that this committee reconvenes in June 2012 to review the first six months of the initiative and decide if any further actions need to be taken – other than that this committee is now formally disbanded.

Gail Barbera -Project Manager (October 2011)