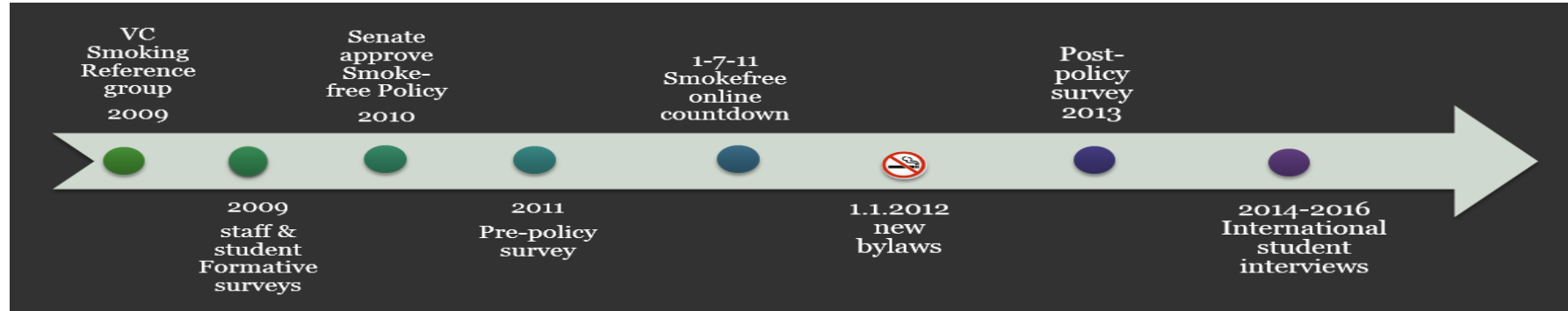


Advancing a framework for Smokefree University: The Edith Cowan University Way (Going Smokefree and Sustaining Change)

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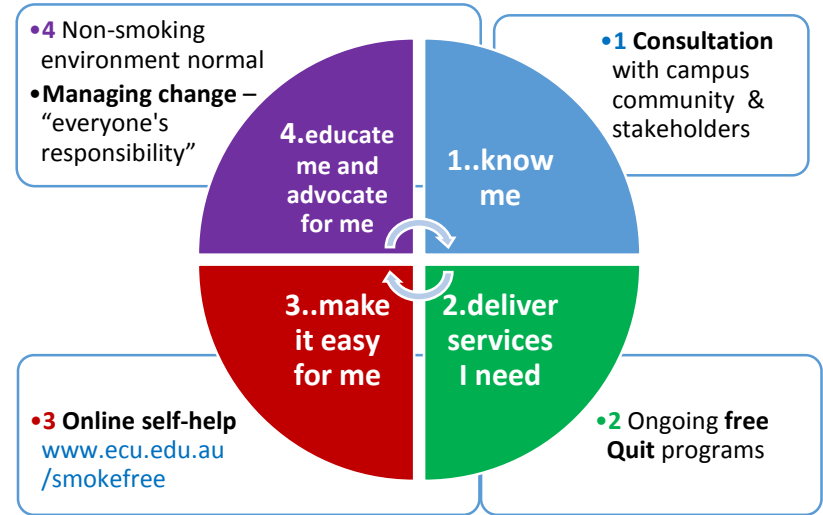
www.ecu.edu.au/smokefree
Ethics Approved 4184DARBY



Smokefree Framework Principles

- 4. **Commitment** of Vice Chancellor Kerry Cox – resources, personal advocate, allowed ECU global emails of surveys.
- 4. **Healthway WA** leadership Industry project by Jill Darby.
- 1. **Timeframe 4+ years** from 2009 **formative evaluation**, informed process, capturing a “campus participants journey”.
- 1. **Consultation** with Campus Community; Key Stakeholder (VC, Senate, ECU Guild, Legal, Marketing, Facilities, International, Cancer Council, ACOSH, HBF, WA Government, other Uni’s).
- 2. **Ongoing free Quit** with support for staff & students.
- 3. **Strength-base** Health Promotion approach with use of positive signage and Code of Conduct as “**everyone’s responsibility**”.
- 3. Comprehensive communications including International student marketing, promotion & **self-help online** support.
- 4. **Normalising non-smoking** environment with majority reinforcing “**managing change**”.
- 4. Refresh mobile **signage** in 2016.

- Lead to cultural change
- Lead to high compliance



Managing change in 2012

It is everyone’s responsibility to reinforce smoke free campuses. If you see a smoker, ‘**assume they are not aware of the non smoking changes**’. Ask “**Are you aware this is a Smokefree Campus?**” Remind them of the ECU boundaries (see [online FAQ’s](#)) Let them know that there are Quit programs available and if they persist then email smokefree@ecu.edu.au with your feedback.





Phase 1: Smokefree Formative Evaluation (cross-sectional)

2009 Intercept survey – over surveyed smokers. **2009 Online survey** - reflected campus population

2009 Intercept campus survey
N=334 (1.7% staff & students pop)
46% smokers surveyed
Staff 20%
International students 21%
Campus 2 JO 47%, ML 39%, Bun 13%
Males 52%, Females 48%



2009 online survey
N=7678 36% (staff & students pop)
Smokers **9.7%**
Staff **54%** exposed to smokers
Students **75%** chose to socialise in smokefree environments
6% students disagree with smoke free social environment
Qualitative feedback **N=1580**



- **Baseline smokers** on campus
- **Informed** support for behaviour and environmental measures
- **Informed VC & Senate** acceptability for a complete-ban
- **47%** campus users **supported complete-ban**
- **International students** high support for complete-ban OR=1.206 (95%CL:1.07-1.361)
- Being a **non-smoker** was a predictor in **favour** of a **complete-ban** OR=6.83 (95%CL:3.47-13.41)

2011 pre-policy survey – reflected campus population

2011 online survey
N=3055 (21% staff, 11% student pop)
JO 68%, ML 25%, Bun 3% Others 3%
Staff Smokers 10.2% (**7.5%** regular; 2.7% occasional 1/day)
Student smokers 15% (**10%** regular; 5.6% occasional)
N=286 (214 students & 72 staff) smokers **planned to Quit**
N=192 (147 students & 45 staff) were **confident** they would quit smoking in the coming year
Qualitative feedback **N=1243**



- **Health** was the major reason for smokers wanting to Quit.
- **Engagement** with campus community – **Inform, Educate, Enforce.**
- **International students** were prioritised as higher risk smokers.
- Informed **online self-help [smokefree site](#).**
- Launched 6 months **countdown** to change in bylaws.
- **Free one-on-one and group Quit** programs provided.

Campuses 2 Joondalup, Mt Lawley, Bunbury (regional WA)

Behavioural Interventions	Description
SmokeFree corporate image, activities, actions, interventions	Smoke Free Brand identity (templates & Banners – Global emails, PowerPoint and stationary; ECU Matters, corporate newsletters)
Self-Help www.ecu.edu.au/smokefree	Behavioural strategies, online program, 5A's Cessation approach, smokefree@ecu.edu.au communications
ECU online feed - facebook	Range of social media ECU generated
ECU campus media	Radio, phone promo's with on-hold messages
Communications	Newsletter - Response from Survey phase 2 request both smokers & non-smokers
Employee Assistance Program	PPC Online and counselling
(Intensive interventions)	Fresh Starts - Quit Packs, HBF Group Quit Group sessions, One-on-One Quit Chat -Individual counselling.
Student Health Services (clinical interventions)	Brief advice from healthcare providers given in routine consultations. Nicotine replacement therapy and others
Student Counselling Services	Brief advice and associated support (stress) from counselling in routine consultations
Student Campus Living	Awareness at three campus living sites, aim to 100% smokefree, management awareness raising
Innovative Campus awareness	Open days, orientations, staff Expo, Stress Less Day (merchandise, Quit packs, comps, banners)
Complementary initiatives	Provided by Staff Wellness program (wellness options, reflexology, meditation)

ECU goes Smokefree 1 January 2012

Environmental Initiatives	Description
Smoke Free signage	Welcome to Smokefree ECU campus sites
Policy communications- students	ECU Values – Respect, By Laws, student charter, future students, recruitment, orientation, publications & prospectus, International PIBT, T&L 1 st lecture procedures
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, Academic Council Committees, OSH Committees, Faculty Senior Staff
Identity Merchandise	Personal Butt Bins, air fresheners, mints, stress balls, flyers, banners, teardrops,
Air quality Advocacy	Passive smoking, Green Lungs, ECU environmental alignment, Butt Bins for litter
Student accommodation	Campus Living, Management decisions on smokefree
Fleet vehicles	Strengthening existing ban in vehicles
OHS - Monitor and Evaluate	Internal and external campus feedback via Campus Smoking committee & other Working Groups



Phase 2 Smokefree post 2012 implementation

2013 post-policy survey – all Staff and students (cross-sectional)

2013 online survey

N=2797 (21% staff, 12% students, subset 11% International population)

Staff smokers 7.2% (**4.6%** regular smokers, 2.6 % less than one / day)

Student domestic smokers 8% (**4%** regular, 4% less than one / day)

Student International smokers 13% (**8.5%** regular, 5.3% less than one / day)

87% International smokers were males

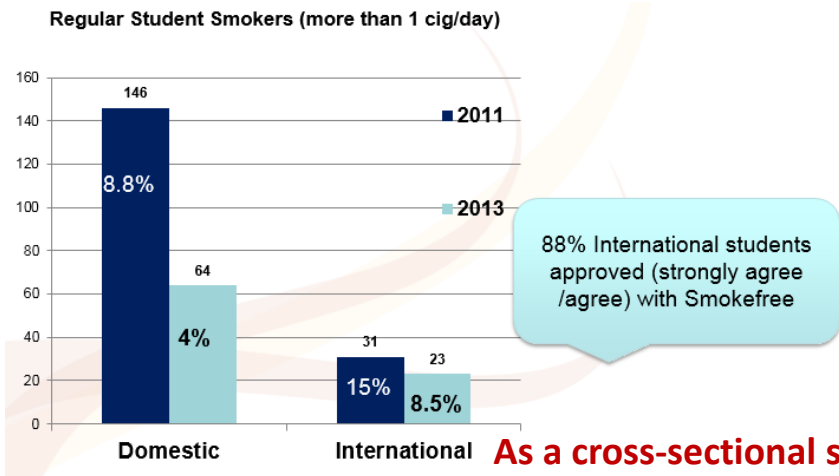
73% Domestic smokers were females

Qualitative Feedback **n=926** and subset International student

Interview #21 I would probably have quit smoking sooner if there was nowhere to smoke.

What did International students say about Smokefree? (n=57) with themes including:

- Want dedicated place to smoke and congregate.
 - Continuing smokers – exercise from walking off campus.
 - Concerned with enforcement and passive smoking.
- + Reinforced policy supported changing behaviour.
- + Liked the support, self help information, awareness of services, volunteer services and family support.
- + Totally agreed, gave hope, thought it fair, great, happy, feeling pleased.
- + Appreciate, good healthy policy, clean environment.
- + Health not compromised, not addicted, no peer influences, smell and felt better.



As a cross-sectional study student smoking levels halved after smokefree policy.

Phase 3: Qualitative Interview international students 2014-2016

Interviews N=27 International Student Smokers (subset 2011 survey & new students)

- Themes: Personal, Study, Environment, Social
- **N=25** were positive about Smokefree
- Self-reported reduction in smoking by **50%** students

Interview #5 It's a matter of professionalism (Uni) to be smokefree... portray integrity, support things that are good value... a good reputation, kind of thing.

Interview #21 I went online when I found out it was a smokefree campus and what struck on my mind was that I would be affecting other people by smoking.

Interview #11 came from different cultures, smoking entrenched in life and not easy to quit

Interview #20 I am definitely smoking less

Interview #21 Cigarette smoke makes your brain dull. I am happy that it is smokefree

5 years on Smokefree Campuses

- Consultation guided the project.
- Leadership from Executive Team essential.
- Ongoing Quit support and Health Promotion communications.
- Empowering the majority provided cultural change and has generated high compliance.
- Refreshed signage complemented original "Clean Air for Everyone" decal on every external campus door.



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