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## TOBACCO-FREE COLLEGE NEWS

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### TOBACCO 21 IN MAINE- A PUBLIC HEALTH SUCCESS

On August 2, the Maine legislature voted to override Governor LePage's veto, making Maine the fourth state to raise the minimum age to purchase tobacco.

We now join Hawaii, California and New Jersey in raising the age for purchasing cigarettes and other tobacco products from 18 to 21.

The law allows for Mainers who reach age 18 before July 1, 2018 to be grandfathered and allowed to purchase tobacco.

For additional information on Tobacco 21 efforts across the country visit [Tobacco21.org](http://Tobacco21.org).

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Photo from Tobacco21.org

### WHAT'S THE DATA SHOW? UPDATED STATS FROM ACROSS THE US

The Americans for Nonsmokers' Rights tracks data from across the country on the numbers of colleges and universities that have smoke-free policies, tobacco-free policies of each of those how many institutions also prohibit the use of e-cigarettes, hookah and marijuana.



As of July 3, 2017 the data for higher education institutions across the United States highlights that there are at least **1,913** institutions with **100% smoke-free** campuses, of those **1,611** are **100% tobacco-free**, **1,504** also **prohibit e-cigarette use**, **777** **prohibit hookah use**, and **191** also **prohibit the smoking or vaping marijuana**. The impact of these policies is tremendous.

These numbers have grown from the 446 campuses in October 2010. The Americans for Nonsmokers' Rights expect this number to continue to climb rapidly as a result of the growing social norm supporting smoke and tobacco-free environments and support from the academic community for policies that protect health and well-being for all on campus.

For more information including a state-by-state list of institutions visit the [Americans for Nonsmokers' Rights website](#).

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## ENFORCEMENT TIPS TO MAINTAIN A SMOKE & TOBACCO-FREE CAMPUS

Ongoing policy enforcement is key to a successful implementation and compliance. Enforcement needs to be consistent and prompt to any violation. Below are a suggested strategies for enforcement from tobacco-free colleges and universities in Maine.



Breathe easy, you're in **Maine.**



- **Signage-** Appropriate signage is posted and physical boundaries are distinguished to denote the policy. See [sample tobacco-free signage](#) templates.
- **Consistent messaging-** All materials used to educate the campus community of the policy, including student and employee handbooks, orientation, and indoor and outdoor signage, etc. need to have consistent messaging.
- **Community enforcement-** Give all employees and students the responsibility to enforce the tobacco-free policy. For example, have reminder cards available at key locations with the 100% tobacco-free message on it to hand out to people who are violating the policy.
- **Assigned enforcement-** Designate enforcement to a particular department or group on campus. Ensure the designated personnel have the proper tools, resources, and authority to respond to people who are violating the policy.
- **Consequences-** Clearly explain expectations and violation

consequences, these should be spelled out in the policy. For example, some schools require annual acknowledgement of the tobacco policy for employees and other organizations use a progressive disciplinary action or fines for violations.

- **Train those responsible for enforcement-** Ensure everyone responsible for enforcement is trained to talk with sensitivity and clarity to people who are violating the policy, and also when it is appropriate to call security. Include a short talking points card that individuals can learn. Emphasize the policy is not about making people quit rather it's about maintaining a healthy environment for the entire campus community.
- **Walkabouts-** Conduct walkabouts around the campus with leadership of all levels and students during varied days and times to approach staff, visitors and contractors violating the policy to offer education and request compliance with the policy. Also look for litter to identify potential areas for repeated policy violations.
- **Involvement in clean up efforts-** Utilize students and staff to assist with cleaning up tobacco-related litter waste on campus.

No matter the enforcement procedures used a well written smoke & tobacco-free policy should define the enforcement strategies for the policy for student, employee and visitor infractions.

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## OCCASIONAL SMOKERS WHO VAPE SMOKE MORE CIGARETTES

In recent years, tobacco companies have been selling electronic cigarettes as a way to wean smokers off combustible cigarettes, but a new study suggests the strategy could backfire.



A new report in Preventive Medicine found that young adults who occasionally smoked conventional cigarettes smoked more of them if they also used e-cigarettes. Though smokers have been turning to e-cigarettes since they came on the market in 2007 as a healthier alternative to smoking tobacco, little is known about the long-term effects of the practice known as "vaping."

Dual users may be exposed to more nicotine and wind up at risk for chronic tobacco use and dependence, the authors write. Previous studies have shown that e-cigarette use increases the risk of smoking tobacco-filled cigarettes.

Some prior studies suggest that e-cigarette vapor may be less toxic than traditional cigarette smoke. But electronic alternatives nonetheless release potentially hazardous chemicals.

To read the full article on Reuters Health News click [here](#).

To view or download our [E-cigarette rack card or factsheets](#) please visit our website.

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## COMMUNITY COLLEGE GRANT OPPORTUNITY

In the fight to curb tobacco use in the U.S., college campuses have emerged as a critical battleground.



That's because virtually all smokers - 99 percent - start smoking before age 26. Community colleges and minority-serving academic institutions are especially important because they tend to serve students who are at greater risk for tobacco use, including low-income and first-generation students.

Truth Initiative is launching its new Tobacco-Free College Program, which offers 17-month grants of up to \$20,000 to community colleges and minority-serving institutions to adopt a 100 percent tobacco-free college policy. Grantees receive guidance through webinars, learning communities and one-on-one consultations throughout the grant period.

For more information visit [TruthInitiative.org/CollegeGrant](https://TruthInitiative.org/CollegeGrant)

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[MaineTobaccoFreeCollegeNetwork.org](https://MaineTobaccoFreeCollegeNetwork.org)

The Tobacco-Free College initiative of Breathe Easy is part of the Tobacco Prevention Services at the MaineHealth Center for Tobacco Independence, funded by Maine Prevention Services.

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