Members Present: Karen Campbell, Cathy Carson, Peggy DeJaco, Maggie Gough, Alar Lipping, Ray Mirizzi, Mark Neikirk, Erik Pederson, Leslie Pierce, Mary Lee Schott, Doris Shaw, Barb Sween, Rebecca Volpe, Jeff Waple, Steve Weiss, Lindsey Koetting (minutes)

Members Absent: Chris Cole, Ann James, Sara Kelley, Sara Sidebottom, Lori Southwood

Welcome

Karen Campbell welcomed the Advisory Council to the meeting. She thanked the members for being present and expressed with great appreciation all of the great work the members have been putting forth thus far.

Members were asked if they have reviewed and approve the minutes from the previous meeting. All members present voted in favor to approve the minutes.

Follow-Up from Last Meeting

Jeff Waple spoke about the follow-up items from the previous meeting. He indicated that he and Karen have visited the Student Government Association, and he, Karen and Steve visited Staff Congress. They are planning to visit Faculty Senate and the Professional Concerns Committee (PCC) next week. Jeff stated that so far, they have received positive feedback and support for the direction the Tobacco-Free Policy is headed.

Jeff indicated that he, Karen and Steve met with Vice President, Ken Ramey, to discuss potential dates for the recommendations. Friday, May 17 is the due date to have the written recommendations in by. A draft template for the recommendations was passed out to the council members. Jeff stated that the template handed out was borrowed from another university. A suggestion was made to include a section for budget and evaluation metrics (i.e. how will we track and measure the effectiveness of the recommendations when implemented) be added in the recommendation template. The members were informed that these changes will be made in the template and mailed to them electronically.

A question was raised by Leslie Pierce; she asked that once the recommendations are turned in, how often will the subcommittees be expected to meet. Karen answered her question by stating that it will depend on the scope of work involved, once the recommendations are approved. When the recommendations are approved, the Advisory Council will get together to be informed of the charge going forth.
The talk of the meeting moved to Karen discussing her phone call with Ty Patterson on Tuesday afternoon. She told the group that Leslie sat in on the call and found it very beneficial. She said that she will be calling Ty every couple of weeks. The next scheduled phone call with Ty is on Wednesday, April 24 at 3:30pm Jeff indicated that this call could occur in his office. The group was reminded that if they cannot or do not wish to attend the phone call they are more than welcome to send their questions or concerns to one of the chairs. Karen stated that it is a benefit to have this connection with Ty because it offers the subcommittee co-chairs immediate feedback from an expert. This connection with Ty offers a broader scope and understanding about what has or has not worked at other universities. Ty has been helpful with providing us with a list of contact names from other universities that we can follow up to learn more details about their experiences.

Karen asked the Advisory Council members if anyone has approached them about the Tobacco-Free Policy, or if they have been discussing it with others. Leslie stated that the Human Resources staff discussed it at a meeting they recently had. Doris Shaw indicated that she has spoken to her Business 101 classes. She said that students have been asking how the policy will be enforced. Karen stated that it isn’t just about enforcing the policy, but about compliance and establishing a cultural change. Jeff also indicated that this is a typical reaction from many students. Students tend to ask the question, “What will be the consequences if I do not comply with the policy?”

Subcommittee Updates

Compliance and Enforcement subcommittee shared what their group has been discussing. Leslie indicated that her subcommittee has been looking at other universities tobacco-free policies. She said that there are many varieties of policies; some involve a lot of content and others do not. She shared that her subcommittee has also been looking into enforcement of policies; some use more harsh penalties than others. Leslie shared that her subcommittee had a brainstorming session about who would be enforcing the new Tobacco-Free Policy. An idea the subcommittee came up with is that supervisors of faculty and staff should be the enforcements of the policy for the employees they supervise. She indicated that her group believes students should receive a warning, from the tobacco-free ambassadors – or whoever might be enforcing the policy. Once a warning is given and the student’s continues to be a habitual offender, the student’s transcript can be held.

Leslie informed the Advisory Council that she sat in on a phone call with Ty Patterson. She discussed her conversation with Ty and shared some of the advice he gave her. Leslie indicated that Ty said how enforcement does not have to be implemented right away, it is important to work on a culture change first. It is important to find out what works best for NKU and to pick apart every aspect of the policy.

Mary Lee Schott asked Leslie who would enforce the policy for visitors. Leslie indicated that her subcommittee is exploring different approaches to enforcement, but some ideas they have come up with are ambassadors, handing out cards with tobacco cessation information on them to individuals who are using tobacco products, and a “hot” line. The “hot” line is a phone number that people could call or text to report other individuals who are using tobacco products on campus.
Karen asked Leslie to clarify the comments expressed by Chief Willis with respect to not wanting University Police to enforce the policy. Leslie indicated that University Police officers are willing to approach individuals that are disobeying the policy, but do not want to be the primary enforcers of the policy.

Karen shared her discussion with the residential judicial coordinator from the University of Buffalo with respect to compliance and enforcement. As was shared in the last meeting, U of Buffalo adopted a staged approach for their policy – first allowing smoking in parking lots, then in the following year, only in vehicles. The employee from the University of Buffalo stated that after they made changes to their policy it made it much more difficult to enforce the policy of non-smoking even inside of dorm rooms. He actually stated that they re-incorporated old policy language into their residential rule book that spoke about no smoking within 50 feet of entranceway. This of course, only led to even more confusion and ambiguity – students would challenge this rule up against the overall campus policy. Overall, this approach has proved to be a compliance/enforcement disaster. This is helping us better understand what not to do in terms of the Tobacco-Free Policy.

**Tobacco Addiction, Treatment & Prevention** was the next subcommittee to share with the Advisory Council. Maggie Gough began by telling the council about the different treatment ideas the subcommittee has come up with. She indicated that her subcommittee has suggested group therapy, free NRT, walk-in clinics, and roaming clinics, such as respiratory therapy to show the health effects of tobacco use. At the clinics there would be a nurse or counselor available for individuals to speak to. The subcommittee is still working on an intake form and assessment questions for people to fill out when using one of these treatment options.

Maggie went on to tell the Advisory Council about the new and improved Kentucky Quit Line. The quit line is free to all Kentucky residents and is more robust than it has ever been before. The improved quit line has inbound and outbound calls and text messages and there is no limit to inbound calls. The calls and text messages send individuals motivational statements to help them stay motivated to quit. Emailing a quit coach is also an available resource through the Kentucky Quit Line. Also, there will be a mobile app released in July. Maggie told the council that the coaches for this resource are in Denver, Colorado. This is a benefit because Denver is a main area for the distribution of new tobacco products, so by the time they get to us, the coaches will be more educated on the new products that people may be calling in about. The coaches have cultural training and there are coaches available that can speak in other languages, if needed. The quit line coaches are available seven days a week from 8:00am to 1:00am.

Maggie told the council about the new opportunity for a Public/Private Partnership with the Quit Line. Through this resource, NRT products could be made available and mailed out in four week increments. Another benefit through this partnership is tracking and reporting capabilities – it appears we can ask for a number of data points to be reported on a monthly basis. Maggie indicated that she has a call scheduled to figure out prices and to see if it is in the budget to include faculty, staff and students and to further understanding the reporting structures.
Maggie gave the Quit Line quit rate percentages with and without NRT. She indicated that 24.8% quit per year without NRT, and the National average is 16-23%. With NRT, the quit rate is 40.7% per year and the National average is 30-36%.

A question was raised about the faculty, staff and students that may live in another state would the quit line work for them too since they attend NKU. Maggie indicated that there is a “back door” number that non-Kentucky residents can call. This would be a specific number that would tie them to NKU, so the benefit would cover them.

Steve Weiss asked about athletic coaches supporting the Tobacco-Free Policy. Maggie indicated that it really depends on who you ask; she has heard mixed feelings on the policy. A point was brought up, that we need to make sure if student athletes use NRT products, when they get drug tested they will not get penalized for it. It is important to check the athletic regulations.

Barb Sween informed the Marketing and Communications subcommittee that she thought it would be a good idea to have a personal perspective in the marketing of the Tobacco Addiction, Treatment and Prevention subcommittee (i.e. if you currently use tobacco products and are interested in quitting, click here...).

Marketing and Communications subcommittee was transitioned into next. Mary Lee stated that her subcommittee was looking for a brand to be able to go off of. Doris Shaw indicated that a request has already been made to Michael Frasier to develop three sample branding concepts that would be available to share for review with the Advisory Council prior to the next meeting.

Doris indicated that she would like to work together with each subcommittee, because she cannot develop anything until she understands the unique needs for each individual subcommittee. Barb raised a suggestion that it might be beneficial for Doris to wait to meet with the other subcommittee chairs until the recommendations are approved, so the marketing subcommittee does not do extra unneeded work. However, Doris stated that it is important to have all of the information ready to go and a budget figured out in order for the Marketing and Communications subcommittee to have something work with. Maggie said that it would be a good idea to bounce the subcommittee recommendations off of the marketing subcommittee. This was agreed upon by the other subcommittee chairs, with the understanding that they would be responsible for reaching out directly to Doris as soon as possible to begin sharing, so that she can begin directing the work of her subcommittee members.

Doris spoke briefly about the three prongs of marketing communication including awareness/education, persuasion, and reminders. Some discussions followed between Doris and Steve regarding the marketing techniques and who it should be targeted towards and what the messaging should say. Doris suggested that it would be a good idea to develop a few different messages and let the people decide what would work best. Erik Pederson made a statement that the goal should be to develop marketing towards different groups of people and not just one specific message and assume it is universal for
everyone. Steve made the comment that the marketing and communication does not need to be targeted to letting NKU know that the Tobacco-Free Policy is coming, because they already know.

Doris asked that the subcommittee chairs to develop a budget for what specific marketing they would like and it will be added to the larger marketing budget. The budget that each subcommittee creates should be specifically for the first year. She also indicated that she will be developing language and a brand mark to have ready for the next meeting. Doris indicated that it would be beneficial if she sent what she develops to the Task Force chairs, for their review before the next meeting. Karen indicated that the sooner the subcommittee chairs get in touch with Doris and send their marketing ideas to her, the better.

Facilities, Boundaries and Signage were the next subcommittee to share what their group has been discussing. Mary Lee Schott and Ray Mirizzi indicated that their subcommittee mostly discussed the Bank of Kentucky Center at their last meeting. They stated that at the meeting it was raised that there are a lot of bus drivers and other crew members, that are here for days at a time, that use tobacco products. The suggestion came up in their subcommittee discussion for considering making a place available for them, out of public view, to use their tobacco products. However, the Advisory Council brought up the point that there are students that live on campus and will not be able to use tobacco products, so why should bus drivers and crew members be allowed. Barb indicated that she was not in favor of this approach and that it defeats the purpose of the policy all together. Council members all agreed that we should be focusing on engendering compliance with the policy, rather than considering exemptions/special considerations for this group and that group per se.

Mary Lee addressed another suggestion that was made at their previous subcommittee meeting. This suggestion was that if a person steps out of an event to smoke, they are not permitted to reenter the building. The Advisory Council members favored this suggestion, because there are many events that reentry is not permitted, this should be one of those cases.

Ray raised a point that was brought up in the subcommittee meeting which is the fact that there is already smoking in the bathrooms at the BOK, and the need for additional funds in order to enforce this policy at the BOK. The members of their subcommittee also wanted to know who would be enforcing the policy at the BOK. The members of the Advisory Council agreed that SMG should be the ones to enforce the policy at the Bank of Kentucky Center. A question was raised about what if SMG does not enforce the policy effectively. A member of the Advisory Council made a statement saying that if SMG does not enforce the policy effectively, then we should rebid the job and give it to someone who will.

The Good Neighbor subcommittee was the last committee to share. Rebecca Volpe indicated that the subcommittee discussed the community and student code of conduct and good neighbor zones. She said that her subcommittee is also working on how the community would report someone if they are causing problems by using tobacco products in their area.
Another point the Good Neighbor subcommittee brought up is the right of way and if it would be subject to the Tobacco-Free Policy. Many council members were not sure about the answer to this. Steve made the statement that if a county is not tobacco-free, but a city within that county is, a city can still enforce the policy. With that being said, Steve indicated he would follow up with Sara Sidebottom, the Vice President for Legal Affairs and General Counsel, on the right of way matter and other potential legal situations, and report back to the Advisory Council.

Closing

In closing the meeting Karen brought up that in the Staff Congress meeting, an employee from Printing Services asked if it was too late to sit in on a subcommittee. Doris told Karen that the employee can sit in on her subcommittee since Marketing and Communications may need some services from the print shop. Also, Doris did not want to turn someone away that wants to participate.

Karen informed the council that Ellen Hahn, from the University of Kentucky, has offered to host a NKU visit on their campus, to see first-hand their tobacco free policy efforts. Many of the council members showed an interest in going down to see UK’s tobacco-free campus. Peggy stated that she would be able to get a bus if a date is selected. Karen indicated she would contact Ellen for possible future dates and will share with the council members - hopefully with the goal in mind to visit before recommendation date of May 17.

Announcements:

Next meeting will be on Thursday, April 25, 2013 at 2:00pm in SU 106.