Tobacco-Free Advisory Council Meeting Minutes
Thursday, April 25, 2013
SU 106
2:00 – 4:00 pm

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

Members Absent: Chris Cole, Ann James, Sara Kelley, Ray Mirizzi, Mark Neikirk, Sara Sidebottom

Welcome

Karen Campbell welcomed the Advisory Council to the meeting and thanked the members that were present. She told the group that she had a short video to watch that illustrated a recent social marketing campaign targeting social smoking – by Health Canada’s Quit the Denial campaign - http://www.trendhunter.com/trends/social-smoking

Next, Karen asked if the council had a chance to review the minutes. She asked if the group approved the minutes. Erik Pederson motioned to approve the minutes and Peggy DeJaco seconds the motion. Minutes for the April 11 meeting were approved.

Follow-Up from Last Meeting

Trip to the University of Kentucky is scheduled for May 10. There is at least one representative attending from every subcommittee. Jeff Waple confirmed with all the members that are attending and are not attending that they are fine with that, all members approved. Peggy indicated that she will work on getting a bus driver and a van for the group to down in together. Karen shared with the group that at UK they will be walking around campus to look at signage, discuss their compliance issues and talk about the ambassador program with Ellen Hahn and Melinda Ickes.

Revised Recommendation Template was discussed by Jeff. He indicated that he has added a line for budget and how the recommendation can be evaluated, if applicable. The revised recommendation template will be sent out to the committee following the meeting.

The right-of-way concern from last meeting was discussed by Steve Weiss. He indicated that he has reached out to Sara Sidebottom to discuss the right-of-way and other probable legal matters. Steve said that he is still waiting for her to get back to him. Once he has more information, he will let the council know.
**Action-to-Quit Webinar**

Karen spoke about the Action-to-Quit webinar that took place on April 16. She indicated that she received the PowerPoint and will send it out to the council to review. She spoke briefly about the webinar and indicated that Ellen Hahn from UK was one of the presenters. She also said the presentation gave an overview about how CUNY, with multiple campuses, addressed the implementation of a tobacco-free campus policy.

**Ty Patterson Phone Call**

The call with Ty Patterson took place on Wednesday, April 24. Ann James attended the call with Ty and the Task Force chairs. Ann gave Ty an update of where her subcommittee is to date. There are still not any clear cut answers given by Ty.

Ty indicated that it is a good idea to have a full semester of education and awareness of the policy; however, you do not want people to think it is not being enforced. Jeff said Ty suggested making a specific date of enforcement and no more tolerance of violation of the policy. It was discussed that in early spring the sanctions would be unveiled. Jeff indicated that Ty advised implementing the policy right after graduation or spring break. Steve said he thought differently than what Ty suggested. In Steve’s opinion, implementing the policy in the beginning of the fall semester would be better because it would target all new and incoming students. Doris Shaw agreed with Steve’s proposal. Jeff indicated that new students are not the target; it is the returning students that are going to be the issue.

Discussion about how to get the policy out to students occurred. Getting the word out to incoming students will be done through orientation. Getting the word out to returning students will be more difficult. Erik Pederson made the suggestion of having the policy included in faculty syllabi, this would be able to reach all students and make them aware of the policy.

The discussion moved to Mary Lee asking about possibly doing a billboard. Doris stated that she believes billboards are effective and give a great visual, but they are expensive. Karen asked about the cost of a billboard, Doris said she would look it up and get back to the group on the cost.

Karen discussed fines when talking with Ty Patterson. Ty suggested if NKU uses fines to keep them around the price of a parking ticket and to have the fine mailed to the individual. Erik expressed his concern about what would happen if the ticket was mailed to the wrong person. Leslie Pierce indicated that there would be some sort of appeal process. Karen stated that the person receiving the ticket would most likely be a repeat offender, so it would be evident who the individual is.

**Subcommittee Updates**
Compliance and Enforcement subcommittee shared first. Leslie told the council that her subcommittee reviewed other schools and how they have enforced the tobacco-free policy. Her subcommittee made three flip charts, which included students, faculty/staff and guests/visitors. The subcommittee broke into groups, so each group is going to give their recommendation for the classification they were assigned to. So far the subcommittee has decided students that are repeat offenders will have to go to the Dean of Students office and faculty/staff repeat offenders will have to report to Human Resources. They have yet to fully discuss what to do if guests/visitors are not abiding by the policy, so updates on that is forthcoming. Leslie suggested putting the policy in contracts and if it is not abided by it then that group will not be permitted to use the facility anymore. The compliance and enforcement subcommittee stated that they will be starting their recommendations at their next meeting.

Leslie shared with the council that Jason Willis, Chief of Police, is on her subcommittee. He brought a pamphlet from another university that has the policy, cessation and other information included in it. It was suggested that the pamphlet could be passed out to people not abiding by the policy and to people at events.

Leslie showed the council a spreadsheet that she put together. It included other colleges and universities the subcommittee has researched. The spreadsheet included the universities’ policies and how they worked or did not work. Jeff said to keep all research that has been done and include it with the final report. The more information subcommittees have to back up the recommendations, the better.

Marketing and Communications subcommittee information was shared by Doris Shaw. She began by reminding the group that she sent out draft wording for the policy to everyone. She said she tried to be detailed and precise when making the draft policy. Doris also indicated that she researched various websites to see what other universities have done with wording of their policy.

Doris sent around sample logos that were made by the Marketing and Communications department. Doris indicated that these brand marks are not made to define the policy, but are to be included on documents, posters, etc.

It was pointed out that some of the brand marks did not have an approved logo by the Marketing and Communications department. There was some discussion amongst the group about this issue. The acceptable logos on the Marketing and Communications website were pulled up on the computer for the group to see. Doris indicated that she would follow up with Chris Cole on the logo issue.

Doris told the council that she is having some students and professors create some sample logos too. Erik suggested having a contest and letting students create a logo. He said that he will create an ad and put it in the N3 newsletter. The student’s work that is chosen will get money put in his/her All Card. The logos will be due by May 6, in order for Doris’ subcommittee to have time to review them.
The discussion moved to talking about the council's thoughts on Doris' draft policy. Barb stated that she really likes the use of the word “mindfulness” in the policy. Doris said that she chose to use the word mindfulness because she has never seen it used on a policy before. She wanted the policy to have uniqueness to NKU and did not want it to look like we took our policy from another university. Doris said another reason she used mindfulness is because we are a university and we want our students to use their minds, so she thought it was appropriate wording. The concept of using mindfulness for the policy was agreed upon by the council.

There was collaboration in the group about some slight edits to be made to the draft policy. There was some discussion on whether or not contractors and vendors are the same and if we should include both in the policy. Barb Sween indicated that she read this portion of the policy as who the policy protects, not who is to abide by it. Doris said that Barb is correct, she did not want it to have a negative tone to the policy, and she wanted it to be positive and respectful. Karen stated that she really liked the draft policy Doris created and thought it was very positive. Doris indicated that she did not want the policy to focus on what people cannot do and what we are taking away from them, but rather what we are doing to protect them.

Good Neighbor subcommittee stated that they are ready to begin writing their recommendation. Rebecca Volpe indicated that the good neighbor policy will be included in the code of conduct. The subcommittee would like neighboring businesses to have signs that state their support for NKU’s tobacco-free policy. If there is a complaint from a neighbor with regards to tobacco litter, a person from NKU would go clean it up. NKU people would only clean up the litter one or two times, but then the neighbor would be expected to help NKU address the individuals that are causing the problems.

Rebecca indicated that she has spoken to the Mayor of Highland Heights and he is willing to work with the committees and is willing to help anyway that he can.

Rebecca then told the council that UK informed their neighbors by a low-key letter and invited them to a presentation about the new policy. She said that she thought informing our neighbors at NKU in a nonchalant way, maybe with a letter like UK did, would be a good idea. This would help keep the controversy over the policy to a minimum.

Mary Lee stated that she recently visited the Grant County campus and noticed that they share a parking lot with a Williamstown building. The Grant County campus should also be included in the good neighbor policy, since they have a neighbor that is so close.

Facilities, Boundaries and Signage subcommittee shared what their group has discussed. Mary Lee told the group that she visited the Grant County campus as well as the METS center. She and her subcommittee determined which light poles that signs can be hung on and vinyl clings that could be placed on doors.
Mary Lee asked how detailed the Task Force chairs would like the budgetary information to be and if they should include visual maps of where signage is suggested to be placed. Jeff indicated that any costs that will be necessary need to be included. The more specific and detailed subcommittees can be the better. Mary Lee showed some concern with being able to get all the detailed information prepared in time for the recommendation. Karen informed Mary Lee that if she needs to contract this job out, there is still some grant money left over to do so.

**Tobacco Addiction, Treatment and Prevention** subcommittee were the last to share. Maggie Gough indicated that NKU is able to develop a Public/Private Partnership with the KY Quit Line. She also said that through this partnership, NKU will be able to cover employees, as well as students. This program is cost savings to the university. It will be paying for nicotine replacement and tracking of information.

There will be a phone number that out of state employees or students will be able to call in order to receive coaching and/or NRT products. The subcommittee is currently working on how to indicate to out of state individuals that there is a different number to call in order to receive the free coaching and NRT through NKU’s contract with the KY Quit Line.

A question arose about whether or not NRT will be available on campus. Maggie indicated that members of her subcommittee would like NRT to be available through Health, Counseling and Prevention Services. They believe it is important to have a couple different options for people to be able to access. There was some discussion about this among the group. Some suggested making it available for a short time once the policy is being implemented. Others said that it is what we have the quit line for, so it is unnecessary to have it available in both places. Maggie also indicated that through Health, Counseling and Prevention Services an individual would not be able to get a single dose of NRT; it would be four weeks worth. Maggie said that during the trip to UK, she is going to ask how they were able to legally break their NRT products up into single doses.

Maggie and Barb are currently preparing the recommendation to turn into their subcommittee members for their review.

**Closing**

Karen indicated that there will be more specific details regarding the trip to UK coming soon. Everyone was thanked for coming to the meeting, and then the meeting was adjourned.

**Announcements:**

Next meeting will be on Thursday, May 9, 2013 at 2:00pm in SU 105.