Buddha was walking in New York City when he saw a sign saying, “Falafel sandwiches for $4 each.” He gave the man a $5 bill, received a falafel sandwich, but didn’t get the dollar change that he was owed. He asked the man, “where is my change?” The man responded, “Don’t you know? Change comes from within.” That is why we are here, asking the Academic Senate for support towards a positive change in our community—a smoke free SMC.

SMC Smoke Free Campus Initiative
The birth of an idea...

- Heart attack rates dropped immediately following implementation of anti-smoking laws reaching 17% after one year... 36% in three years (Lightwood & Glantz, 2009)
- “Public smoking bans (are) the single most important and cost-effective health policy we have.” (Britton, 2009)

The idea was started when Dr. Stanton Glance and Dr. James Lightwood of UCSF published their study of the hearth attack rate in England when they enacted a policy banning smoking in the public area, including the bars and pubs. They documented a 17% decrease in heart attack admissions rate to the hospitals in the first year after the enactment of this law and a 36% decrease by the third year after this policy was enacted. No medical breakthrough or discovery has had such a positive health impact over the past 50 years as this public policy has had.
Ever since then, hundreds of medical journals, articles and publications have confirmed their findings and documented other forms of health benefits with restriction of exposure to second hand smoke.
Almost everyone knows that cigarettes are bad for you. Many of you have seen the literature that there’s over 5,000 chemicals emitted from a cigarette. But it is less known that it contains chemicals like arsenic, or that 4% of the cigarette’s weight is from the propylene glycol family, basically antifreeze, or that cigarette smoke contains things like hydrogen cyanide, the chemical used for the gas chambers. This is not the same tobacco that was used 150 years ago by many cultures. There are over 599 registered additives including bees wax, honey, licorice, and dried sugar to make cigarettes more inhalable and the plant has been selectively manipulated to double it’s nicotine content and thus increase it’s addictiveness. Yes, even beaver anal secretion is sometimes added to some cigarettes for “pack aroma”.

What are you smoking?

- rocket fuel (methanol)
- lead
- paint thinner (toluene)
- mercury
- gasoline (butane)
- insecticides
- rechargeable batteries (cadmium)
- nail polish remover (acetone)

More than 5,000 chemicals.
Some of you may ask, “Why are we so concerned about tobacco?” Why not tackle the problem of alcohol, drugs, or other issues that afflict our student population. According to Dr. Proctor of Stanford University, a medical historian, “tobacco is the deadliest man made artifact in the history of human civilization”. It claims 6 million lives per year worldwide. It is the number 1 preventable cause of disease and death worldwide. And it is one of the most addictive products that is readily available.
It claims over 400,000 lives a year here in the U.S. and for every 1 person that dies, at least 2 young people start this addictive habit.
For every hectare of tobacco grown, 3 deaths are harvested. One to lung cancer and the other 2 to other diseases like emphysema, heart disease and other tobacco related deaths.
It is estimated that for every $6,000 profit made by the tobacco industry, one person would have to consume enough cigarettes to cause his or her death. In 2010, the top six tobacco companies in the U.S. made over $35 billion in profits.
What do these companies do with their profits? They invested them in deceptive legislation, aggressive marketing, product placement and promotional. They specifically target the youth and young adults, our student population. They know that if a person has not picked up the habit by age 26, there’s a 99% chance that they will not start smoking.
A quote taken from Philip Morris Reports

“...The ability to attract new smokers and develop them into a young adult franchise is key to brand development...”

Bates No. 2044895379434
“Agnotology; the study of the gap between the scholar’s consensus and public perception on a given topic”

–Golden Holocaust

These advertisements work. Over 30% of the ads evaluated in convenience stores were within 3 feet from the floor. Everyday more than 2000 youth or young adult start their lifelong habit by lighting up their first cigarette.
The results are that even though the majority of our society is decreasing the rate of smoking, the age group 18-24 has actually increased their smoking rate despite the tobacco industry’s promise not to target the young population.

“(18-24 year-olds)...have the highest smoking prevalence of any age group, and their smoking rate has gone up despite widespread attempts to educate them...”

State Health Officer’s Report on Tobacco Use and Promotion in California, 2012
Since 1964, over 31 US Surgeon Generals have pointed to the harms of tobacco products. Dr. Regina Benjamin, the current US Surgeon General recommends that, “Prevention is critical...” and “smoke free laws and policies” decrease the risk of the youth and young adults from starting this addictive health hazard.”
Why a smoke free policy?
Because 2nd hand smoke is a health hazard, classified as Class A carcinogen which means no amount of exposure is considered safe.

Because Saint Mary’s College is committed to providing a safe educational and work environment for its students, faculty and staff.

Because the NCHA survey and our own experiences at the Health & Wellness Center show that our students have higher rates of respiratory tract complaints compared to the other colleges that participate in this survey.

Because the current policy of not smoking 15-20 feet from the entrance of a building is not enforced, difficult to enforce, and even when strictly enforced, it will not protect the general community from exposure to second hand smoke. The change of direction of the wind can still take the smoke of a cigarette to unintended areas. Second hand smoke can effect a person within 11 seconds after exposure. A Smoke Free policy would be less ambiguous, be easier to implement and enforce, and it would protect all members of our community. Also it would decrease the chance of a subculture that can develop around the designated areas for smoking. This can often attract students that are seeking to connect with their peers or mentors, thus adversely increasing the smoking rate in our community.

Because the great majority of our community, the students, the staff, and the faculty have expressed their support for a smoke free campus policy.

Because a Smoke Free policy is effective in decreasing the rate of new smokers and helps current smokers who are contemplating quitting.
Because we are the educators and role models in the lives of our students in direct and indirect ways. Our actions have an impact on the choices they make and the health of our community.

Because here at SMC we adhere to the five Lasallian principles including respect for all persons, creating an inclusive community, concern for the poor, and social justice. Increasingly, tobacco production and sales are targeted towards lower socio-economic communities who have less resources for prevention and treatment options. Our institution has a responsibility to act and make the changes needed to protect its community members, to reduce the risk of its students from starting to smoke, and to provide resources that can help smokers who wish to quit.

Intervention has proven to prevent the trend of addiction among youth. Almost no one starts smoking after the age of 25. Youth are vulnerable to advertising that normalizes this addictive habit. In March of 2012, the Surgeon General’s report called on colleges and institutions of higher education to take action against this trend by enacting smoke free/tobacco free policies and by providing treatment options for patients who are addicted to tobacco products. Now I am asking you to help make this a reality at SMC.
Nationally
At least 1,130 colleges and universities are 100% smoke free
At least 766 colleges and universities are 100% tobacco free

Locally
UC (all 10 campuses) Policy for 100% tobacco free campuses
CSU (all 23 campuses) pushed a resolution to make all campuses 100% smoke free
Many steps have been taken to move this 100% smoke free policy forward.

The policy originated as a movement initiated by the Junior Class Senators in the 2011-12 Academic Year. These senators pushed out a strong education campaign that comprised of posters, Collegian articles, display boards in the library, Great American Smokeout campaign (visual display of tombstones outside of De La Salle Lawn), Litter Pick Up (Collected over 2000 cigarettes in the first year, and over 1800 cigarettes in the second year - 11 students in 1 hour on central campus) and presenting the initiative various governing bodies on campus.

Multiple surveys were conducted and analyzed to measure the need for and the attitudes towards a stronger tobacco use policy on the Saint Mary’s College. The National College Health Assessment survey measured tobacco use on campus and showed the about 12% of the student body are smokers. A student survey on attitudes towards a stronger policy showed that 76% of students would be in favor of a 100% smoke free campus. The annual Climate Survey showed that 76% of staff and students would be in favor of a 100% smoke free campus and 70% of faculty would be in favor of a 100% smoke free campus.

Since then, Resolutions to support a 100% Smoke Free Campus policy has been passed by both the Associated Students of Saint Mary’s College and the Staff Council.
As we have been conducting our education and outreach in the community, a number of concerns have been brought to our attention. In an effort to address these concerns and alleviate some of the myths of a smoke free policy, we have been initiating conversations with the community to bring clarity to what type of policy we are offering to the community.

First off, it is a transitional policy. This policy does not occur over night. We see a strong educational campaign being pushed forward to let the community know that change is coming and to offer smoking cessation resources to those interested in quitting. Communication has been made with Human Resources and it has been confirmed that all of the health insurance providers offered to faculty and staff currently cover smoking cessation services. The College’s negotiated health insurance provider offers similar benefits for the students who enroll into the student health insurance. Designated areas will be set up in three locations on campus to provide reasonable accommodations with this transition. These designated areas will be temporary and should be available for no longer than 1 year. After that year, the designated areas will be removed and the campus will go 100% smoke free.

The policy is not ostracizing, but rather it is inclusive. We have not taken any sort of top down approach and we have been inclusive within our community at promoting dialogue and being transparent with the reasons behind the initiative to become
An important message that we have shared with the community is that this is not an attach toward smokers. It is a protection for the majority of the people who do not smoke and to lower the risk of new smokers.

The policy is not punitive, as we have outlined in the policy language; Enforcement will focus on empowering the community to take ownership of the policy and helping to enforce it. Community workshops will be offered to help provide the community with knowledge on how to properly enforce the policy through reminder cards and educational displays reminding people that we have gone 100% smoke free. Other colleges have even taken on the approach to reward people for following the policy.

The policy is not immediate and absolute. It is transitional with designated areas in the first year. And the language that has been drafted can be revisited to best suit the needs of the community.

It is not about private choices coming from one department on campus. It is a collaborative effort that started with the students, was looked thoroughly by the staff, reviewed by the brothers, and now is at the governing body of the Academic Senate.

Many campuses have already become 100% smoke free. We can look to them for
Many campuses have already become 100% smoke free. We can look to them for support in transitioning and have discussions about how they might have overcome obstacles that we might face.

This is not an individual issue. It is a public health issue, as recommendations to become smoke free have now been pushed out by the American College Health Association, the Department of Health & Human Services, the current Surgeon General, and the American Lung Association.

### Transitional Policy

<table>
<thead>
<tr>
<th>What It Is...</th>
<th>What It Is NOT...</th>
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<tbody>
<tr>
<td>Inclusive</td>
<td>Ostracizing</td>
</tr>
<tr>
<td>Compassionate</td>
<td>Punitive</td>
</tr>
<tr>
<td>Transitional</td>
<td>Immediate &amp; Absolute</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Private Choices</td>
</tr>
<tr>
<td>Supportive</td>
<td>Lacks direction or non substantive</td>
</tr>
<tr>
<td>Public Health Issue</td>
<td>Individual Issue</td>
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</table>
The goal is to get this policy approved by the President’s Cabinet in the 150th year of Saint Mary’s College.
Resources:

- Health & Wellness
  - Dr. Alireza Rezapour and Irene Umipig MPH
  - (925) 631.4254

- Tobacco Atlas
  - Tobaccoatlas.org
  - World Lung Foundation and American Cancer Society
References
Extensive list may be requested to iju1@stmarys-ca.edu

- Circulation Magazine “Declines in Acute myocardial Infarction After Smoke-Free Laws and Individual Risk Attributable to Secondhand Smoke” (2009)
- California Youth Advocacy Network  http://cyanonline.org/
- Mother Jones Magazine (May/June 2012 issue)
- World Lung Foundation  http://www.worldlungfoundation.org/
- Tobacco Control- The History and Discovery of the Cigarette (2012)
- The Golden Holocaust- Robert Proctor
- State Health Officer’s Report on Tobacco Use and Promotion in California (2012)
- Surgeon General’s Report- Preventing Tobacco Use Among Youth and Young Adults (2012)