

Tobacco Free UC Annual Summary

2018-2020



The information provided in this summary is to inform our university campuses and communities of our efforts status related to this initiative, including programming, marketing, environmental scans, cessation resource utilization, and online analytics. Future reports will represent one academic year.

Programming, Promotions and Marketing

2018-2019 Academic Year:

- Campus Services Showcase (May 2018)
- Live Happy Be Well event (June 2018)
- Tobacco Free UC Pop-Up Tabling Events (Fall 2018-Spring 2019): These pop-up events featured the Tobacco Free T-Rex handing out free branded materials to the campus community. Approximate attendance: 300.
- Be the Change event (September 2018)
- Benefits and Wellness Fair (November 2018)
- Invest in Yourself event (February 2019)
- Kick Butts Day (March 2019)
- Earth Day Campus Clean-Up with students for service hours (April 2019)
- Bearcats Block Party (April 2019)
- New Employee Orientation: New employees are introduced to Tobacco Free policy and cessation resources at New Employee Orientation each week. Groups vary from 4-35 employees each week. At least 671 employees have attended New Employee Orientation during this period.
- Quarterly environmental scans: Staff and student volunteers observed "hot spots" around each campus each quarter/semester for signs of tobacco use and reported findings. Hot spots are identified as common areas where tobacco is used and/or reported multiple times. Actions were taken as appropriate, such as posting new/additional signage, coordinating clean-ups, and reaching out to nearby departments for assistance.
- Marketing of policy and cessation resources to students and employees through venues including Blackboard, UC News, flyers, UC International, UC Athletics, Be Well UC employee wellness programming, Staff Success Center, 1819 Innovation Hub, digital signage, etc.

2019-2020 Academic Year:

- Campus Services Showcase (May 2019)
- Live Happy Be Well event (June 2019)
- Be the Change event (September 2019)
- Benefits and Wellness Fair (November 2019)
- Great American Smokeout (November 2019)
- Invest in Yourself event (February 2020)
- New Employee Orientation: New employees are introduced to tobacco free policy and cessation resources at New Employee Orientation each week. Groups vary from 4-35 employees each week. To date, 675 employees have attended New Employee Orientation.

- Quarterly environmental scans: Staff and student volunteers observed hot spots around each campus each quarter/semester for signs of tobacco use and reported findings. Actions were taken as appropriate, such as posting new/additional signage, coordinating clean-ups, and reaching out to nearby departments for assistance.
- Freshstart® training – One additional staff member completed the online facilitator training by American Cancer Society Workplace Solutions to provide tobacco cessation support resources for students, faculty and staff.
- Marketing of policy and cessation resources to students and employees through venues including Blackboard, Campus Link, UC News, flyers, Faculty Enrichment Center, Parking Services, Healthy UC, Lindner College of Business, etc.

Environmental Scans

The Promotions and Marketing subcommittee aim to conduct these observations and record data based on identifying hot spots each quarter on each campus. Reports are compiled based on reports sent to the Tobacco Free UC email box and anecdotal information shared Steering Committee members. Findings are recorded on the working [Google Maps](#) and the [Scan Data](#) spreadsheet.

Cessation Resource Utilization

Freshstart Cessation Sessions

Sessions were scheduled and held upon request for students, faculty and staff members in one-on-one and group settings based on the American Cancer Society program.

- 2 students and 4 employees utilized this service during the 2018-2019 academic year.
- 1 employee utilized this service during the 2019-2020 academic year.

QuitLogix Quitline Utilization:

National Jewish Health (NJH) manages the complimentary QuitLogix quitline by providing students, faculty and staff comprehensive cessation services, including telephonic coaching, an integrated online program and free Nicotine Replacement Therapy.

- 2 students, faculty or staff utilized this telephonic service during the 2018 calendar year.

Impact Solutions Employee Assistance Program (EAP):

The EAP offers confidential and professional assessment, counseling and referral services. Services are available to benefit-eligible employees, spouses/domestic partners, children and other individuals who live in the employee's home.

- Website hits – addiction and recovery: 0
- Counselor visits with primary presenting problem of substance abuse: 1
- Counselor visits with secondary presenting problem of substance abuse: 3

What's Next

The next slated annual report will represent 2020-2021. Tobacco Free UC is exploring opportunities to highlight the virtual interactions with the Tobacco Free UC internet site at www.uc.edu/tobaccofree and use of the #tobaccofreeuc on social media outlets.