

SMOKING CULTURES AT UBC VANCOUVER

KATIE DI SEBASTIANO, PHD
POSTDOCTORAL FELLOW, UBC WELLBEING & SCHOOL OF
KINESIOLOGY

MATT DOLF
DIRECTOR, STRATEGIC SUPPORT | UBC WELLBEING



UBC wellbeing

UBC AT A GLANCE

61,000 students (Vancouver: 53,000; Okanagan: 8,000)

15,000 faculty and staff

11,000 community residents

400+ buildings

\$2.3 billion annual operating budget

1,000 acres on the traditional, ancestral, and unceded territory of the **Musqueam people**

500 acres on the traditional, ancestral, and unceded territory of the **Okanagan Nation**.





UBC is a health-and wellbeing-promoting university where all people, places, and communities can flourish.





Okanagan Charter: An international charter for health promoting universities & colleges

Vision

Health promoting universities and colleges transform the health and sustainability of our current and future societies, strengthen communities and contribute to the wellbeing of people, places and the planet.



Okanagan Charter: An international charter for health promoting universities & colleges

Calls to Action

1. Embed health into all aspects of campus culture, across the administration, the academic mandate and operations.
2. Lead health promotion action and collaboration locally and globally.

PRINCIPLES

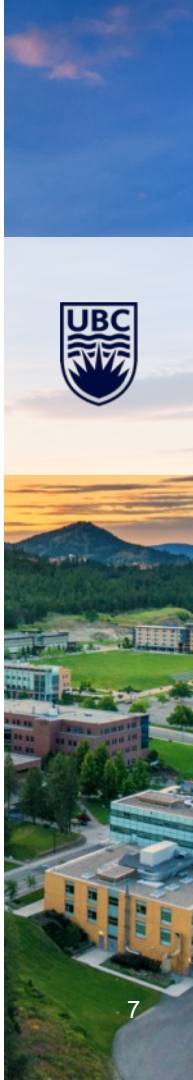
1. Use a settings-based and whole system approaches
2. Act on an existing social responsibility
3. Ensure a comprehensive and campus-wide approach
4. Utilize participatory approaches and engage the voice of students and others
5. Develop interdisciplinary collaboration and cross-sectoral partnerships
6. Promote research, innovation, and evidence-informed action
7. Build on strengths
8. Value local and indigenous communities, context and priorities



UBC'S APPROACH AROUND WELLBEING

“Create vibrant, sustainable environments that enhance wellbeing and excellence for people in their places at UBC and beyond” (UBC Strategic Plan)

1. Take a whole university “systems” and “settings-based” approach
2. Integrate academia and operations in policy and decision-making
3. Involve our whole community: students, faculty, staff, indigenous peoples, campus residents
4. Integrate sustainability, health promotion, inclusive excellence, and indigeneity perspectives





“If the frogs in a pond started behaving strangely, our first reaction would not be to punish them or even to treat them. Instinctively, we'd wonder what was going on in the pond.”

— Dan Reist, UVic, Centre for Addictions Research of BC

PROJECT OBJECTIVES

1. Engage the community and related stakeholders in dialogue to gather opinions about what initiatives UBC Vancouver should take towards promoting smoking cessation, including whether to designate smoke-free areas.
2. Better understand current smoking culture on campus, the number of people who smoke on campus, and where smoking occurs.



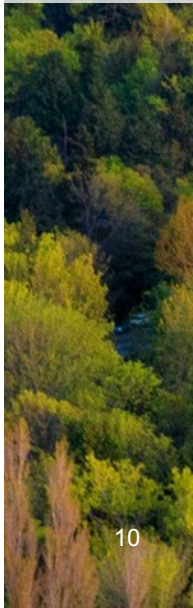
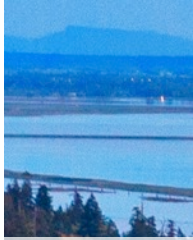
SMOKE FREE AREA PROJECT SUMMARY

This “Smoking Cultures at UBC Vancouver” project was undertaken to help inform the creation of a “smoke-free area” on the UBC Vancouver Campus surrounding the UBC Hospital and other health-related buildings.

This initiative was recommended by UBC Executive following consultation with the UBC community on proposed Policy 15 amendments related to smoking, vaping, and cannabis.

The health precinct area was selected due to its alignment with health-related research activity and services in this area, to support UBC’s commitment to promoting health and wellbeing for all community members, and to support the UBC hospital as a designated smoke- and vape-free zone as per Vancouver Coastal Health site requirements.

Implementation of the Health Precinct Smoke-Free Area is likely to occur in Summer 2019.



ENVIRONMENTAL SCAN AND SMOKE-FREE UNIVERSITY CONSULTATIONS

WHO Smoke-free Campus Leads at Canadian Universities

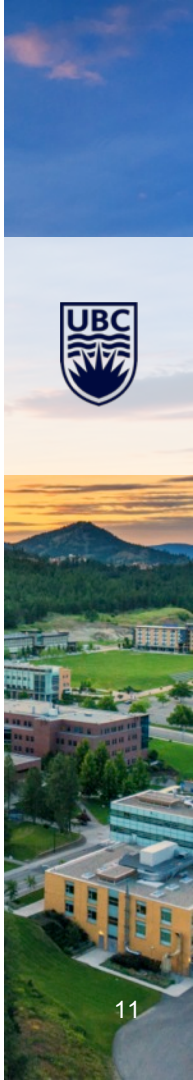
WHAT Discussions on the development and implementation of smoke-free policies on large Canadian University campuses.

Review of smoking policies at Canadian and American Universities

CANADIAN UNIVERSITIES

McMaster University, Simon Fraser University, University of Guelph, University of Toronto, University of British Columbia – Okanagan Campus.

WHEN January-February 2019



KEY POINTS

1. Both grass-roots and top-down initiatives have driven successful smoking policy changes
2. Engaging key stakeholders early in the process facilitates success
3. Policy goal is to change the smoking culture on campus, not enforcement
4. New, clear, and specific signage, with the removal of old signage will facilitate uptake
5. In general, there is little push-back regarding smoking policy change. Clear, effective, and early communication supports this
6. Enforcement: Education-centred policies were the most successful and supported
7. Safety: Leaving campus to smoke is no different than leaving campus for any reason. All students, staff, and faculty should feel safe leaving campus for any reason.
8. Fire hazard: Many schools dealt with the concern of fire hazard, however, since implementation, it hasn't really been a concern.
9. Monitoring: Most policies will be monitored and adjustments will be made as needed to address issues that arise



POLICY #15 SURVEY – UBC VANCOUVER SMOKING POLICY CHANGE

WHO Requested by the University Counsel of students, faculty, and staff.



WHAT Survey consultation on changes to Policy #15 - the UBC smoking policy – to address key question raised by the policy change

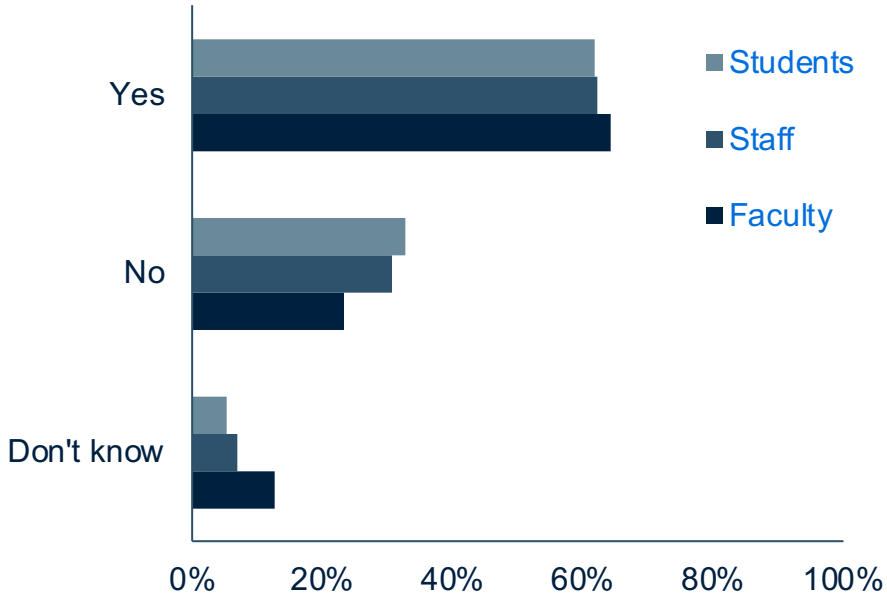
WHERE Open Minds Community
Panel website

WHEN Fall 2018

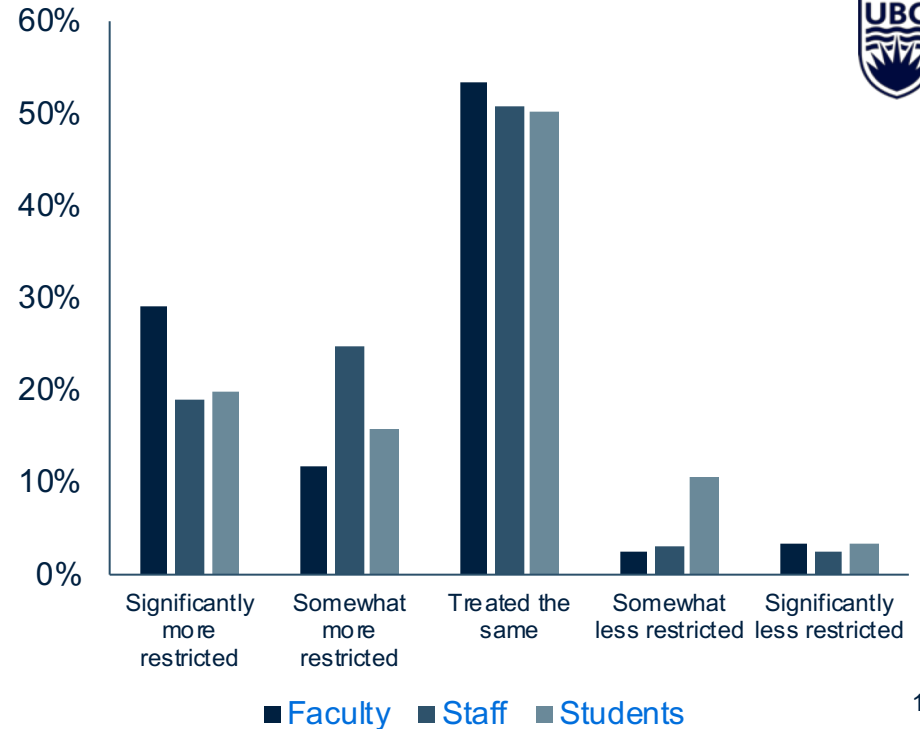


SURVEY RESULTS

UBC Policy 15 prohibits smoking of tobacco and cannabis within 8 metres of doors and air intakes. Do you think UBC should consider increasing this distance?

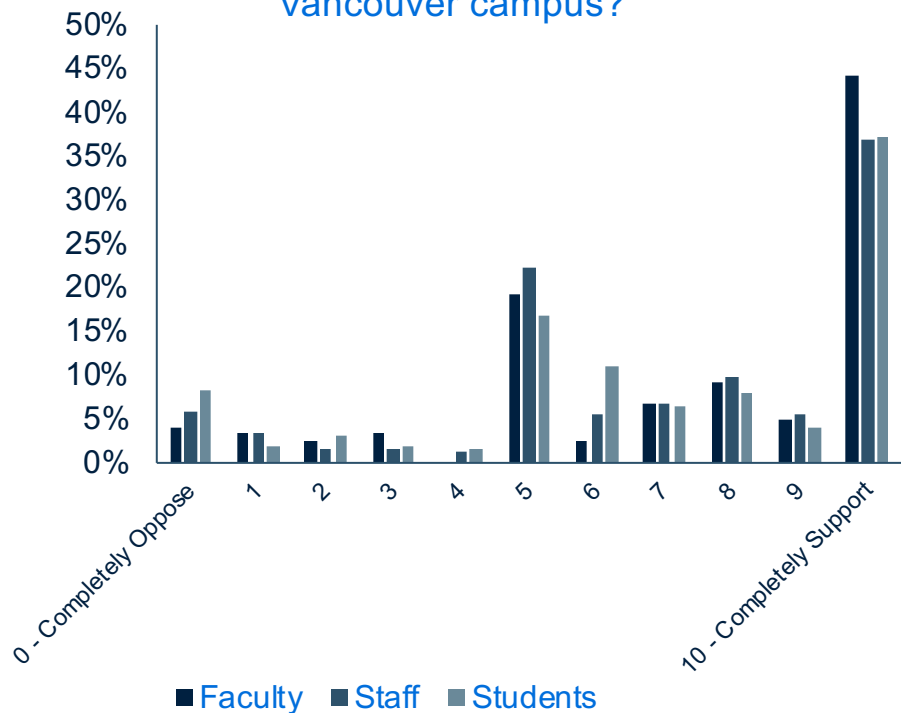


Do you think that cannabis smoking should be more or less restricted than tobacco smoking, or treated the same?

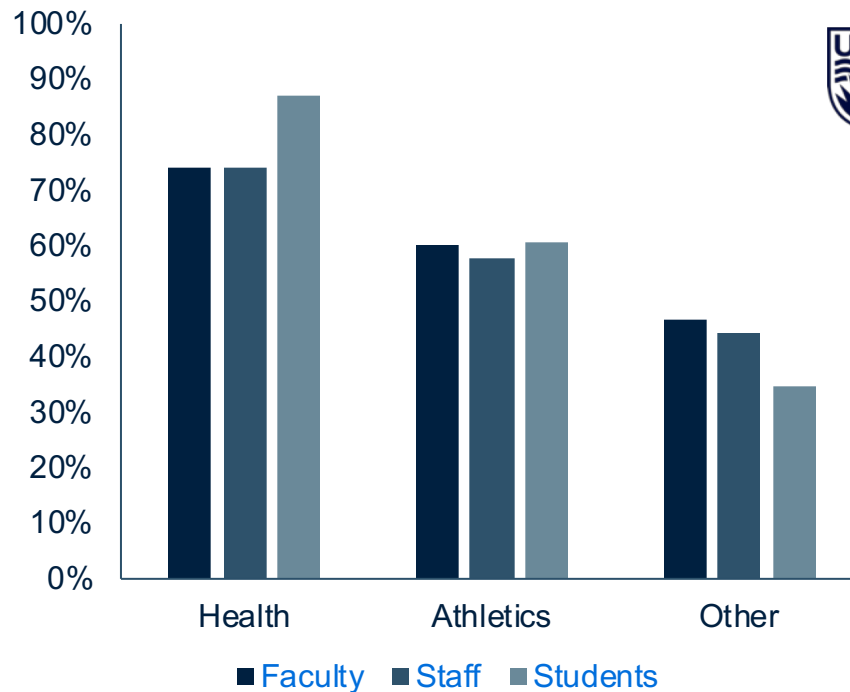


SURVEY RESULTS

On a scale of 0-10, how much do you support further restricting where TOBACCO can be smoked on the Vancouver campus?



Please indicate which no-smoking areas you support creating (select all that apply)



SMOKING DIALOGUE LUNCH

WHO Campus Planners, Wellbeing Staff,
Health Promotion Staff, Faculty

WHAT Discussion on Smoking Behaviour
on Campus

WHERE UBC Wellbeing Design Lab

WHEN 28 February 2019

**UBC Dialogue
on Smoking**


UBC Wellbeing, Campus + Community Planning and the UBC School of Kinesiology invite you to participate in a campus-wide dialogue on smoking.

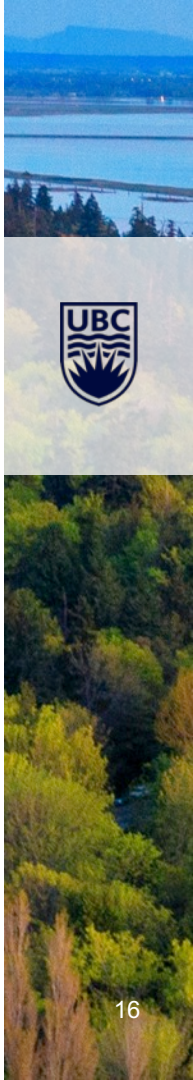
Faculty, staff and student smokers and non-smokers are invited to provide input at this facilitated discussion.

UBC Wellbeing Design Lab
2231-2260 West Mall (CIRS Building)
February 28, 2019
11am-1pm

Lunch will be provided

For more information, contact
katie.disebastiano@ubc.ca

 THE UNIVERSITY OF BRITISH COLUMBIA **ubc wellbeing**



KEY POINTS

Goals of Smoking Dialogue

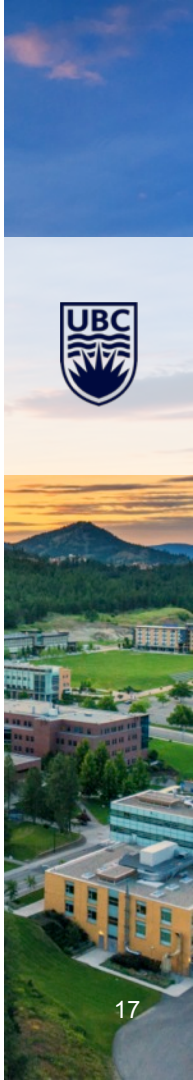
Multifaceted: Smoking cessation, ↓ second-hand smoke exposure, smoking education, VCH policy alignment

Concerns

Marginalization and stigmatization of smokers; edge treatment of smoke free zones, relationship with land users; regulation of new policy; creation of designated smoking areas; negative impressions of promoting smoking with designated area.

Key Questions

1. Who are the key stakeholders?
2. What problems do smoke free-areas create?
3. What capacity is there for smoking cessation support?
4. How much smoking and cessation education is currently being done?
5. How will this be enforced?



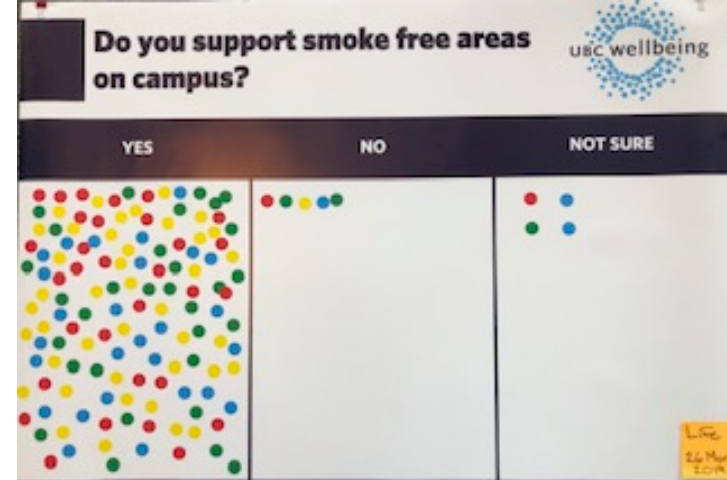
SMOKING DIALOGUE WALL

WHO UBC Students (primarily), Staff and Faculty

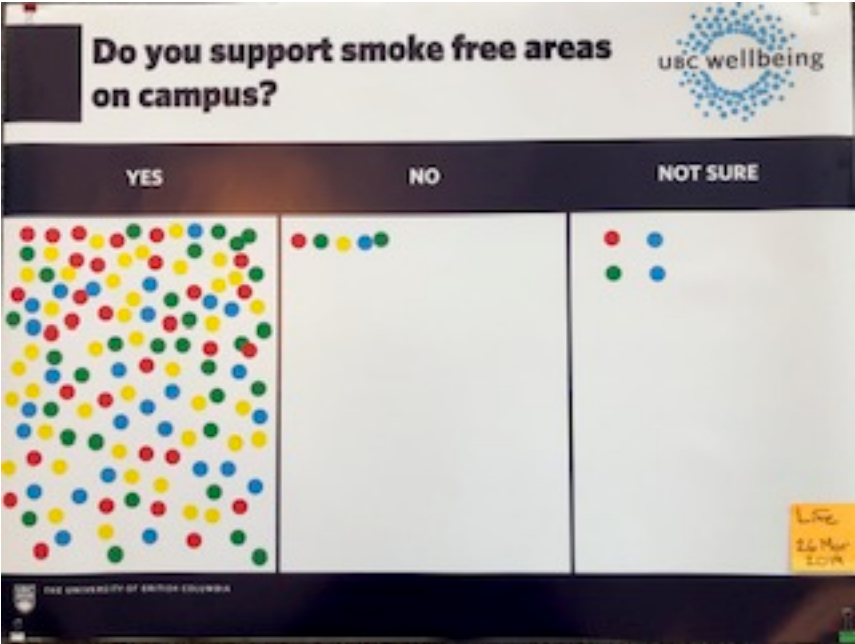
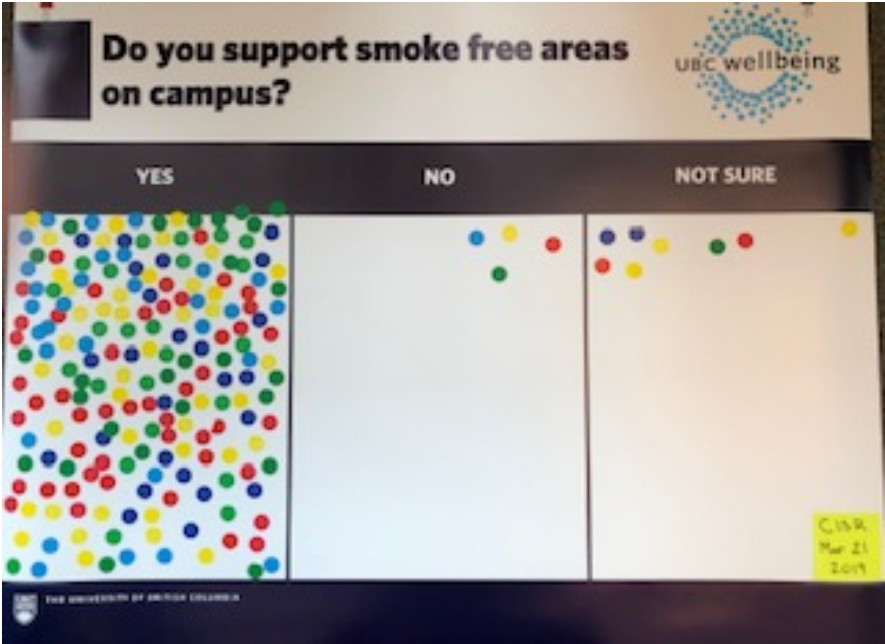
WHAT Two Intercept Question Boards

WHERE 1. CIRS
2. UBC Life Building

WHEN 1. 21 March 2019
2. 26 March 2019



DO YOU SUPPORT SMOKE FREE AREAS ON CAMPUS?



WHAT ARE YOUR THOUGHTS AND CONCERNS ABOUT SMOKING ON CAMPUS?

Key Themes

1. Smoking is a choice and should be respected
2. Smoking and second-hand smoke are harmful to health
3. Smoking is bad for the environment
4. Campus should have smoke-free areas/designated smoking areas
5. Campus should be smoke-free



SMOKER TARGETED DIALOGUE

WHO UBC Students, Staff, Faculty, UBC Hospital Staff who smoke

WHAT Intercept Surveys

WHERE Health Precinct

WHEN April 2019

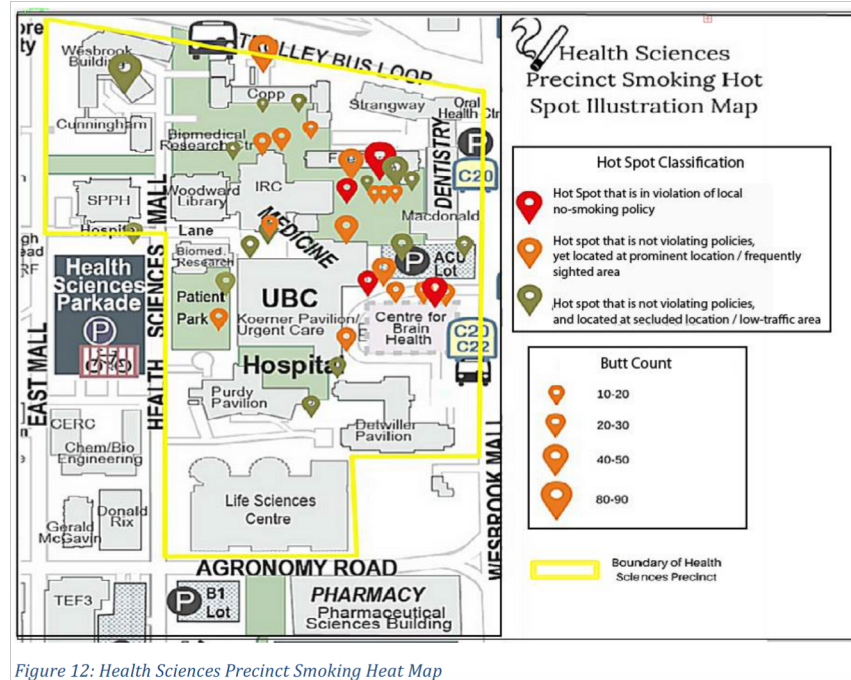


Figure 12: Health Sciences Precinct Smoking Heat Map

QUESTIONNAIRE

UBC Smoking Dialogues Survey

UBC is planning on implementing a smoke-free area in the Health Precinct. We would like to ask you a few questions to inform the planning.

For all questions the term 'smoking' refers to tobacco, cannabis, and vaping products.

+ Relationship to UBC-V (check one)

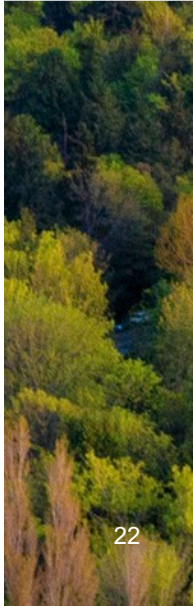
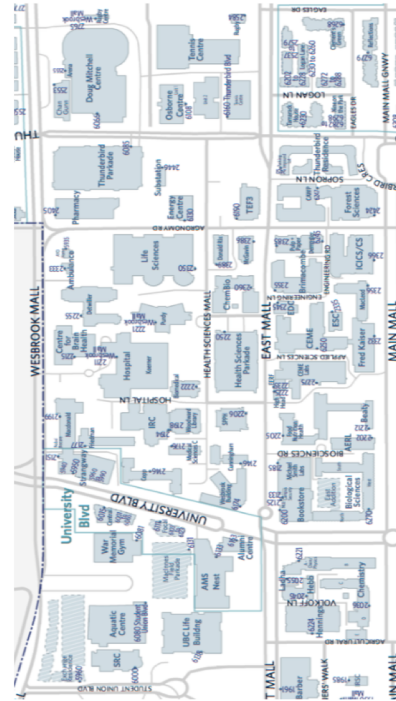
a. Undergraduate Student	f. Campus Visitor	
b. Graduate Student	g. Hospital Staff	
c. Postdoctoral Fellow	h. Patient	
d. UBC Staff	i. Hospital Visitor	
e. Faculty	j. Other:	

Do you think there should be designated smoking areas within the smoke-free area or only allow people to smoke on the boundary of the area or another option (please explain)?

Designated Smoking Area	Smoke on Boundary	Other
-------------------------	-------------------	-------

Any additional thoughts?

What do you think the boundary should be?



KEY POINTS

1. In general, smokers supported implementation of smoke-free areas
2. Smokers appreciated being consulted on decisions and policies that impact them
3. Simple, clear, easy to understand boundaries of smoker-free area will facilitate compliance
4. Clear and informative signage are important for awareness of policy change



FUTURE DIRECTIONS - HOW DOES THIS WORK INFORM OUR POLICY?

1. The smoking cultures project has informed the development and implementation of a smoke-free area on the UBC Vancouver campus in support of implementing a “Health Precinct Smoke-Free Area.”
2. The smoke-free area will be implemented during the summer of 2019, prior to the start of the Fall 2019 semester. UBC Wellbeing will continue to aid and evaluate this project.
3. Once implementation has occurred, a UBC project team plans to re-engage with smokers and non-smokers to evaluate the success of the new smoke-free area to consider further refinements.
4. UBC Wellbeing will also inform the UBC project team as they consider implementing further smoke-free areas on campus and other smoking cessation related initiatives.





THE UNIVERSITY OF BRITISH COLUMBIA

THE UNIVERSITY OF BRITISH COLUMBIA