



**MCC Tobacco-Free  
Steering Committee**

## **MCC Tobacco-Free Initiative Draft Implementation Plan**

### **Background**

Monroe Community College understands that good health is essential to a successful education and therefore we are dedicated to providing an environment that is healthy and attractive for all members of our campus community.

While we sympathize with smokers, we also recognize the overwhelming scientific evidence which demonstrates that tobacco use is one of the leading causes of preventable death in the country for both smokers and non-smokers alike. Tobacco use also contributes to institutional costs related to cleaning, safety and enforcing compliance.

A primary goal for MCC is to “Increase goal accomplishments of individual learners.” (MCC Strategic Plan 2012-2016). In addition, the SUNY Strategic Plan for 2010 and Beyond, The Power of SUNY, has set forth a major initiative based on promoting “A Healthier New York.” Monroe Community College is dedicated to these strategies and to working together with healthcare leadership in Monroe County to prepare our students for increasingly tobacco-free workplaces and setting forth an example that the College cares about the health and well-being of its students, employees and visitors.

### **Rationale**

- The State University of New York recognized the importance of providing a tobacco-free environment when its Board of Trustees on June 12, 2012 passed a resolution requiring 100% tobacco-free campus environments for all SUNY campuses by January 2014.
- The MCC Personal Health & Safety Committee on August 9, 2012 recommended that the College provide a smoke-free campus consistent with SUNY’s resolution and for the health risks and environmental concerns supported by numerous studies. Additionally, the current Smoking Policy with smoking restrictions by area is not working to create a healthy and environmentally safe campus.
- Aligns with the MCC Strategic Plan, Fulfilling the Promise, to “Develop and integrate programs and best practices that are environmentally responsible and sustainable.”
- Supports the Monroe Community College campus priority of wellness as outlined by the MCC Wellness Team.

- A simple, no-exceptions tobacco-free policy and smoking cessation support is part of a broader institutional effort to create a culture of mutual respect, wellness and sustainability.

## Implementation Steps

The implementation of MCC’s Tobacco-Free Policy will involve the following steps:

1. Formation of a Tobacco-Free Steering Committee
2. Development of a MCC Tobacco-Free Implementation Plan to guide the tobacco-free initiative
3. Creation and execution of a college-wide communication plan
4. Seeking input from the college community on the draft tobacco-free policy and implementation plan
5. Providing training and education regarding the revised policy along with resources to promote health and tobacco cessation programs
6. Removal of smoking-related cues and installation of new tobacco-free signage and decals
7. Implementation
8. Compliance, continued communication and support

### Step One: Formation of MCC’s Tobacco-Free Steering Committee

As directed by President Anne Kress and Vice President & CFO Heze Simmons, a steering committee will be formed to plan and implement the MCC Tobacco-Free initiative. The committee should include representatives from key college areas and diverse backgrounds needed to successfully implement the plan.

#### Steering Committee

The team will be chaired by **Dolores Pasto-Ziobro**, Institutional Compliance Officer & Internal Audit

Committee membership will be as follows:

Member Name	Department
<b>Susan Baker</b>	Student Services
<b>David Blackburn</b>	Safety/Hazard Prevention
<b>Tracy Britton</b>	Student Services - DCC
<b>Kathy Caramanna</b>	Student Association
<b>Bob Cunningham</b>	Academic Affairs
<b>Dale Doty</b>	Psychology – faculty
<b>Janet Ekis</b>	College & Community Relations
<b>Suzanne Fava</b>	Student Peer Leader & WMCC
<b>Doug Ford</b>	Buildings/Grounds
<b>Julianna Frisch</b>	Campus Events

Member Name	Department
<b>Susan George</b>	Health Services
<b>David Graupman</b>	Residence Halls
<b>Tex Holtby</b>	Public Safety Training Facility
<b>Bill Horton</b>	Applied Technologies Center
<b>Mike Kelly</b>	Athletics
<b>Alberta Lee</b>	Human Resources & Organization Development
<b>David Moore</b>	Public Safety
<b>Chris Piro</b>	Public Safety & Damon City Campus
<b>Dick Ryther</b>	Student Services
<b>Penny Sayles</b>	Health & Physical Education – faculty
<b>Ashley Socola</b>	Athletics
<b>Sandra Wolf</b>	Facilities

Goals: The Tobacco-Free Steering Committee will:

- Invite administrators, faculty, staff, and students to serve on the Steering Committee to assist with implementation of the MCC Tobacco-Free initiative. Subcommittees will be formed to carefully consider the implications for student life, human resources, grounds and facilities and visitors to the College.
- Identify best practices for tobacco-free initiatives at other colleges and research studies on implementing a tobacco-free campus.
- Partner with the local American Cancer Society and other health organizations for expertise and resources that guide tobacco-free efforts.
- Develop and manage an implementation plan to make change gradually, with input from the college community on the draft Tobacco-Free Policy and how best to put our new policy into practice.
- Coordinate a visit by Ty Patterson, Executive Director National Center for Tobacco Policy to assist the college community to implement a tobacco-free policy.
- Visit Broome Community College and other colleges with successful tobacco-free initiatives to assist with implementing their best practices at MCC.
- Promote resources for those interested in quitting smoking or managing cravings on campus.
- Create a communication campaign to educate the college community through channels such as meeting with key stakeholders, open forums, web page, signage, e-mails, or college newsletters.
- Develop and submit for approval a budget for the project – College & Association funding.

## **Step Two: Development of a MCC Tobacco-Free Implementation Plan to guide the tobacco-free initiative**

MCC’s implementation plan should be modeled after best practices at other institutions of higher education and research available on implementing a tobacco-free campus. As such Monroe Community College joined the College Tobacco Free Initiative – Rochester Consortium (CTFI). The Consortium includes representatives from the American Cancer Society, Monroe County Smoking Health & Action Coalition, Tobacco Action Coalition of the Finger Lakes, Tobacco Action Partnership, University of Rochester Medical Center, and Greater Rochester Area Cessation Center. Members also include RIT, SUNY Brockport, SUNY Geneseo, University of Rochester, Saint John Fisher, Nazareth, and MCC. MCC has two representatives on the Consortium; David Blackburn and Dolores Pasto-Ziobro.

The Steering Committee also reviewed successful tobacco-free efforts at Broome Community College, Cayuga Community College, Jamestown Community College and City University of New York. Committee members viewed a presentation on “The Why’s and How’s of Tobacco-Free Campus Policy” by expert Ty Patterson who leads The Center of Excellence for Tobacco-Free Campus and successfully implemented the first 100% tobacco-free community college. Mr. Patterson also provided input on MCC’s draft implementation plan. Additionally, Scott McIntosh from the University of Rochester Medical Center shared his research regarding lessons learned from implementing a smoke-free campus at a medical center.

This MCC Tobacco-Free Implementation Plan prepared by the Steering Committee is based on these best practices, expert advice and research. It also considers other successful initiatives at Monroe Community College, related policies, and our culture. Input obtained from the college community will be considered and if appropriate the plan will be updated.

**Step Three: Communications Subcommittee: Creation and execution of a college-wide communication plan**

MCC’s College & Community Relations Office will develop a communications campaign and take a lead role in implementing the communication plan according to College protocol. The Communications Subcommittee will assist other subcommittees in developing communications to ensure there is a consistent message to the college community. Additionally, best practices used by other colleges will be identified to enhance communications.

**Communications Subcommittee:**

Member Name	Objectives
<ul style="list-style-type: none"> <li>• Janet Ekis, Chair</li> <li>• Susan Baker</li> <li>• Suzanne Fava</li> <li>• Julianna Frisch</li> <li>• Alberta Lee</li> <li>• Dolores Pasto-Ziobro</li> </ul>	<ul style="list-style-type: none"> <li>• Create and manage the communication plan for the MCC Tobacco-Free Initiative to create a college-wide understanding of the relevant issues.</li> <li>• Prepare communication package for other subcommittees to use when communicating with target groups.</li> </ul>

Member Name	Objectives
<ul style="list-style-type: none"> <li>Dick Ryther</li> </ul>	<ul style="list-style-type: none"> <li>Review and edit all correspondence related to MCC's Tobacco-free Initiative.</li> <li>Provide periodic updates via the employee and student tribune and other media.</li> <li>Design a webpage on the Public Safety site to communicate implementation progress, policy, and resources.</li> <li>Respond to internal and external inquiries regarding the Tobacco-Free Initiative.</li> <li>Develop other communications – logo, email, newsletters, signs, etc. - with faculty, staff, students, prospective employees/students, vendors and guests.</li> <li>Take the lead role in developing documents and business cards to assist with compliance.</li> <li>As needed, work with other subcommittees on specific communication needs and materials.</li> </ul>

### Step Four: Seeking input from the college community on the draft tobacco-free policy and implementation plan

MCC's Institutional Compliance & Internal Audit Office along with the MCC Personal Health & Safety Committee will take a lead role in drafting a tobacco-free policy that meets regulatory requirements and is consistent with MCC policy protocol. Additionally, best practices used by other colleges will be used to develop the policy.

#### Policy Subcommittee:

Member Name	Objectives
<ul style="list-style-type: none"> <li>David Blackburn</li> <li>Julianna Frisch</li> <li>Alberta Lee</li> <li>David Moore</li> <li><b>Dolores Pasto-Ziobro, Chair</b></li> <li>Dick Ryther</li> </ul>	<ul style="list-style-type: none"> <li>Develop a policy that reflects best practices and is consistent with MCC policy requirements and other policies/practices.</li> <li>Create opportunities for feedback, concerns and questions from the college community.</li> <li>Obtain legal input &amp; review by Diane Cecero, General Counsel.</li> <li>Present for consideration and obtain approval from the MCC Board of Trustees</li> <li>Work with the Communications Subcommittee to communicate the tobacco-free policy.</li> <li>Identify other employee/student policies, procedures, and contracts that are impacted and work with responsible parties to update these policies.</li> </ul>

**Step Five: Providing education and training and education regarding the revised policy along with resources to promote health and tobacco cessation programs.**

MCC’s Human Resources, Student Services, and Campus Events offices will lead the effort to provide training and education to staff and students regarding the Tobacco-Free Policy, implementation plan, and promoting healthy lifestyles and cessation services. Additionally, best practices used by other colleges will be identified to enhance education and support

**Faculty & Staff Subcommittee:**

Member Name	Objectives
<ul style="list-style-type: none"> <li>• Tracey Britton</li> <li>• Kathy Caramanna</li> <li>• Dale Doty</li> <li>• Bill Horton</li> <li>• <b>Alberta Lee</b>, Chair</li> <li>• Dolores Pasto-Ziobro</li> <li>• Penny Sayles</li> <li>• TBD - PSTF</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate and obtain input from employees on the draft policy and implementation plan.</li> <li>• Work with key employee groups to gain their support for the MCC Tobacco-Free Initiative.</li> <li>• Provide educational programs to encourage a culture of health including tobacco use and its impact on health.</li> <li>• Promote resources for those employees interested in quitting smoking or managing cravings while on campus.</li> <li>• Communicate smoking cessation benefits covered by employee health plans.</li> <li>• Work with the Communications Subcommittee to communicate the tobacco-free policy to current and prospective employees.</li> <li>• Identify ways to work with faculty and employees consistent with employment contracts who are non-compliant with the MCC Tobacco-Free Policy.</li> <li>• Identify other employee policies, procedures, and contracts that are impacted and work with responsible parties to update these documents to be consistent with the Tobacco-Free Policy.</li> </ul>

**Student Life Subcommittee:**

Member Name	Objectives
<ul style="list-style-type: none"> <li>• Susan Baker</li> <li>• Tracey Britton</li> <li>• Kathy Caramanna</li> <li>• Suzanne Fava</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate and obtain input from students on draft policy and implementation plan.</li> <li>• Provide educational programs to encourage a culture of health including tobacco use and its impact on health.</li> </ul>

Member Name	Objectives
<ul style="list-style-type: none"> <li>• Susan George</li> <li>• David Graupman</li> <li>• <b>Dick Ryther</b>, Chair</li> <li>• Penny Sayles</li> <li>• Ashley Socola</li> </ul>	<ul style="list-style-type: none"> <li>• Promote resources for those students interested in quitting smoking or managing cravings while on campus.</li> <li>• Coordinate the Web Assisted Tobacco Intervention Program (wati) with the University of Rochester Medical Center</li> <li>• Provide and communicate smoking cessation resources available in Health Services.</li> <li>• Approach manufacturers for possible donations of quit smoking products.</li> <li>• Work with student government and peer leaders to gain their support of the MCC Tobacco-Free Initiative</li> <li>• Work with the Communications Subcommittee to communicate the tobacco-free policy to current and prospective students.</li> <li>• Explore options for working with students who are non-compliant with the MCC Tobacco-Free Policy and develop appropriate disciplinary sanctions.</li> <li>• Identify other student policies, procedures, and contracts that are impacted and work with responsible parties to update these documents to be consistent with the Tobacco-Free Policy.</li> </ul>

**Guest, Events, Athletics, Vendors & Contractors Subcommittee:**

Member Name	Objectives
<ul style="list-style-type: none"> <li>• <b>Julianna Frisch</b>, Chair</li> <li>• Mike Kelly</li> <li>• Dick Ryther</li> <li>• David Moore</li> <li>• Sandra Wolf</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the best strategies to address issues related to tobacco-free buildings and grounds for campus and athletics events, vendors and contractors.</li> <li>• Work with the Communications Subcommittee to communicate the tobacco-free policy to guests, vendors &amp; contractors.</li> <li>• Explore options for dealing with visitors who are non-compliant with the MCC Tobacco-Free Policy and develop appropriate sanctions.</li> <li>• Identify other policies, procedures, and contracts that are impacted and work with responsible parties to update these documents to be consistent with the Tobacco-Free Policy.</li> </ul>

**Step 6: Removal of smoking-related cues and installation of new tobacco-free signage and decals**



MCC’s Facilities Department along with the Public Safety Office and representatives from all college locations will develop and implement a signage plan to reflect MCC’s commitment to a tobacco-free environment.

**Facilities & Grounds Subcommittee:**

Member Name	Objectives
<ul style="list-style-type: none"> <li>• David Blackburn</li> <li>• Bob Cunningham</li> <li>• <b>Doug Ford, Chair</b></li> <li>• Tex Holtby</li> <li>• Bill Horton</li> <li>• Dolores Pasto-Ziobro</li> <li>• Chris Piro</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a signage plan that reflects best practices at other tobacco-free colleges and is consistent with MCC communication requirements.</li> <li>• Work with the Communications Subcommittee to design the physical signs and the wording.</li> <li>• Determine a budget for signage and other items needed to communicate that MCC is a tobacco-free college.</li> <li>• Schedule and remove all ashtrays receptacles from campus.</li> <li>• Identify strategies to use on non-college property that is adjacent to MCC to minimize the impact on these properties.</li> </ul>

**Step 7: Implementation**

The target date for “soft” implementation of the MCC Tobacco-Free Policy will be September 1, 2014. Recognizing that success will depend upon adequate preparation, a transition time is being allowed. Soft implementation with voluntary compliance and additional time for students and employees to participation in educational and cessation programs will take place between September 1<sup>st</sup> and January 1, 2015. Full implementation is targeted for January 1, 2015 when the Tobacco-Free Policy will be enforced.

A college-wide celebration will take place on November 20, 2014 – “Great American Smoke-out” day. It will include information on the tobacco-free policy/procedures, success stories, and complementary items celebrating MCC’s tobacco-free learning/working environment.

A timeframe with the major components of MCC’s Tobacco-Free Initiative is contained in **Appendix A**.

**Step 8: Compliance, continued communication and support**

The MCC Personal Health & Safety Committee will take the lead role in supporting and monitoring compliance with the MCC Tobacco-Free Policy. Additional support will be provided by the Institutional Compliance & Internal Audit Office and College & Community Relation offices. Members of the Tobacco-Free Implementation Committee will also continue to play a



critical role as we are the ambassadors for ensuring MCC provides an environment that is healthy and attractive for all members of our campus community. College-wide training will be provided to assist members of the college community do deal positively with individuals who are not in compliance with the Tobacco-Free Policy.

**Compliance Subcommittee:**

Member Name	Objectives
<ul style="list-style-type: none"> <li>• Susan Baker</li> <li>• Tex Holtby</li> <li>• Bill Horton</li> <li>• Alberta Lee</li> <li>• Dolores Pasto-Ziobro</li> <li>• MCC Personal Health &amp; Safety Committee – David Blackburn</li> <li>• <b>Chris Piro</b>, Chair</li> </ul>	<ul style="list-style-type: none"> <li>• Work with the other subcommittees to evaluate options to effectively ensure compliance with MCC’s Tobacco-Free Policy.</li> <li>• Engage Ty Patterson from The Center of Excellence for Tobacco-Free Policy to provide training on using a college wide cooperative approach for compliance with policy.</li> <li>• Work with the Communications Subcommittee to design talking points, policy cards and other items to assist with compliance.</li> <li>• Work with Public Safety on their enforcement role and possible options such as a system to handle fines.</li> </ul>

The Steering Committee will meet six months and twelve months after full implementation to review and if needed make recommendations to enhance the success of the tobacco-free initiative. If requested by the MCC Personal Health & Safety Committee future meetings may be needed to address any issues that arise.