

Tobacco Use and College Campuses: Health Implications and Best Practices

Prepared for the Community Partnership for Health and Fresh Air

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The Community Partnership for Health and Fresh Air is a partnership of University of Hawai‘i community members engaged in promoting a meaningful and appropriate system-wide tobacco products policy.

Our mission is to help everyone in the University community including students, faculty, and staff to not start using tobacco products, to quit using tobacco products if they wish to, and to not be exposed to tobacco smoke.

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“ . . . helping to ensure the survival of the present and future generations with
improvement in the quality of life.”

University of Hawai‘i System Mission
November 1996

Introduction

Cigarette smoking is the leading cause of preventable death in the US, accounting for more than 400,000 deaths annually.^{1,2} Despite an overall decline in the prevalence of adult smokers, tobacco use among youth and young adults has increased.³ In addition to the health effects of tobacco use on the smoker, the effects of second-hand smoke are becoming better known. The U.S. Department of Health and Human Services has classified second-hand smoke as a known human carcinogen to which there is no safe level of exposure. To counteract the enormous health effects of tobacco, the Centers for Disease Control and Prevention have developed a Best Practice Guide to Reducing the Effects of Tobacco. These practices have already been employed at several college and universities throughout the country to create healthier places to live, study, and work.

The current University of Hawai‘i policy was adopted in September 1987 and amended in March 1988 when most of today’s undergraduates were still attending kindergarten. That policy was appropriate in its time, but warrants reconsideration presently in light of subsequent changes in requirements under law and executive order of the Governor, as well as changes in the scientific understanding of the harms caused by tobacco products to users and non-users, and the effectiveness of available harm reduction methodologies.

This report was developed for the Community Partnership for Health and Fresh Air, a partnership of University of Hawai‘i community members engaged in promoting a meaningful and appropriate system-wide tobacco products policy. The CPHFA formed out of a workgroup at the Defining Your Destiny Strategic Planning Initiative of the University of Hawai‘i at Manoa on February 1, 2002. A copy of the report filed by that workgroup is attached as Attachment A.

The Mission of the Partnership is:

**To help everyone in the University community including students, faculty, and staff
to not start using tobacco products, to quit using tobacco products if they wish to,
and to not be exposed to tobacco smoke.**

As recognized by the Common Values articulated in the University’s Mission Statement of November 1996, Aloha is “central and unique to Hawai‘i’s university” and includes a “forward-looking concern for the well-being of these islands.” This report is put forward with the spirit of Aloha that requires the thoughtfulness, consideration, and cooperation of all of the University’s community members.

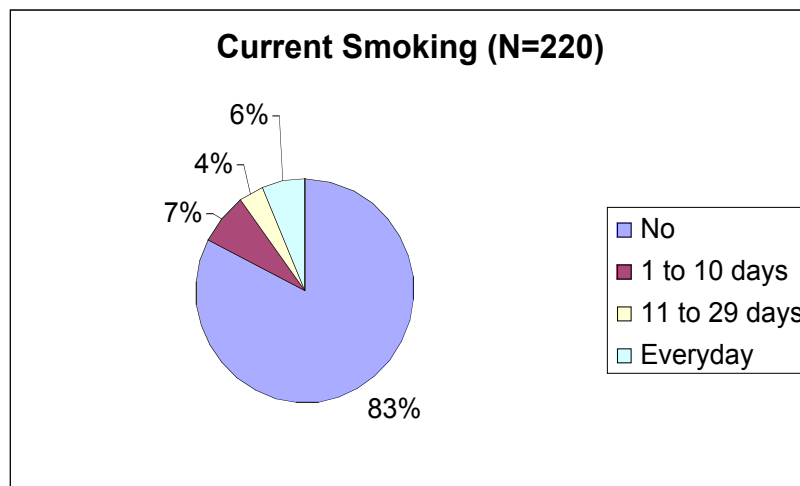
Tobacco Use Among College Students

While youth and adult tobacco use has been tracked annually, a national surveillance system is not in place for college students. The Harvard College Alcohol Study, which also collects information on tobacco, is currently the best data source with national surveys conducted in 1993, 1997, and 1999. This study showed an increase in prevalence of current (30 day) smoking from 22.3% to 28.5% between 1993-1997.⁴ In addition to cigarettes, 8.5% of college students reported being regular cigar smokers and 8.7% of male college students reported current use of smokeless tobacco. Summary data from 1999 indicates that 61% of college students have used tobacco during their lifetimes and 32.9% are current users.⁵ This data is disturbing in light of the Master Settlement Agreement, which bans marketing of tobacco products to children. Since most college students are over the age of 18, they represent the youngest legal consumers of tobacco products.

Addiction is also an issue among college students. In the Harvard College Alcohol study, half of the current smokers had made an unsuccessful quit attempt in the past year and 18% had tried unsuccessfully to quit 5 or more times.

University of Hawai‘i Students

Several studies have been conducted at U-H over the past few years examining tobacco use among students. A representative survey of students (n = 579) conducted in the Spring of 2000 found that 15.5% of undergraduates used tobacco regularly (more than once a month).⁶ A recent study by the Health Sciences Center in the Summer of 2001 of a random sample of 220 undergraduates found that 17% of students had used tobacco in the past month.



Tobacco Marketing to College Students

The 1998 Master Settlement Agreement between the tobacco industry and 46 states (including Hawai‘i) included a partial ban on outdoor tobacco advertising and an explicit prohibition against marketing tobacco products to children. In response, the tobacco industry has significantly increased promotions and other efforts to reach 18-24 year old adults, including college students.⁷

- ✓ **Nightclub and Bar Promotion:** RJR Tobacco Companies have sponsored parties for hundreds of bartenders at clubs where hip, young adults go. This effort has included free trips and thousands of dollars for in-bar promotions.
- ✓ **Brand-Sponsored Musical Events:** In 1999 Phillip Morris sponsored 117 popular live music events, many of which required “Marlboro Miles” to enter.
- ✓ **Youth Focused Tobacco Related Merchandising:** Numerous promotions for youth focused gear including t-shirts, hats and mini radios.
- ✓ **Free Smokeless Tobacco Samples on College Campuses:** The tobacco industry offered free smokeless tobacco and held a contest at the University of Missouri for the fraternity that collected the most dip can lids.⁷

Second-Hand Smoke

Second-hand smoke has been classified by the US Department of Health and Human Services as a **known human carcinogen** to which there is no safe level of exposure⁷. It contains over 4,000 chemicals, over which 40 are known or suspected carcinogens. Since there is no known safe level of exposure, any level of exposure could possibly lead to negative health outcomes. With this knowledge, it is the responsibility of universities to protect their students, faculty and staff from second-hand smoke.

Involuntary smoking has a direct effect of cancer rates. Recent research shows:

- Involuntary smoking is the third leading cause of preventable death, behind only active smoking and alcohol.
- The cancer mortality from involuntary smoking alone exceeds the combined mortality from all regulated environmental carcinogens.⁸

Certain populations in the community are especially sensitive to second-hand smoke exposure. These include people with impaired lung function such as people with asthma and other lung/heart illnesses, cancer patients undergoing treatments, HIV-positive individuals, pregnant and nursing women, etc. Certainly for asthmatics and people with other lung/heart illnesses, even a single limited exposure to second-hand smoke can be immediately debilitating.^{9,10}

Smoking in the Workplace

As one of the largest employers in the State of Hawai‘i, University of Hawai‘i system policies protect the health of a large percentage of the state’s workforce. Since the majority (70%) of adults between the ages of 18 and 65 are employed, workplaces can facilitate access to many community residents who may not be reached through other means, including low-income and minority groups.¹¹ Previous research suggests that workplaces can offer unique opportunities for the promotion and support of smoking cessation efforts, through the use of both policies and programs. According to data from the U.S. Department of Health and Human Services, approximately 43% of adult smokers want to quit.¹²

In workplaces, multiple types of interventions can be offered repeatedly over time. Through continual contact, smokers at varying stages of change, including those not yet contemplating change as well as those trying to quit, may be motivated to start and to sustain cessation.¹³ Changes in workplace norms and the social environment, such as those that may be fostered by no-smoking policies, can provide critical support for cessation and its maintenance.¹⁴ Given the estimation that every smoking employee costs additional \$1,300 per year to employers, providing cessation support is a sound business decision as well.¹⁵

Campus smoking regulations are also likely to benefit smoking rates among younger U-H students. In a study reported in the *Journal of Health Economics*, Wasserman and his colleagues report that policies restricting smoking in public places have a strong impact on teenage smoking behavior. In fact, the authors conclude, clean indoor air regulations have their strongest impact on teenagers, “who may be even more sensitive to how others view their behavior than adults.”¹⁶

Detrimental Impacts of Second-hand Smoke Outdoors

Despite the fact that tobacco is a known human carcinogen, some argue that smoking should be permitted in open courtyards, doorways, and outdoor dining areas. Unfortunately, two factors in Hawai‘i make outdoor smoking particularly problematic: warm temperatures and trade winds. Smoke rises when a plume is hotter than the surrounding air. However because cigarette smoke quickly cools, in a warm atmosphere cigarette smoke rises and then descends until the local air is saturated with second-hand smoke.¹⁷ Trade winds also effect the rising of cigarette smoke, whereas the plume rise is inversely proportional to the wind velocity. Thus, with higher wind speeds, less smoke rises.¹⁷ Smoke contaminants that remain in the area will be inhaled by persons present there and/or carried into nearby indoor areas.

These reasons make it important to remove smoke contamination from areas where individuals are required to be present or pass through as part of their jobs or education, and away from openings to indoor areas, including building courtyards and doorways.

Other College Campuses

College campuses across the United States are changing their tobacco policies to promote health and safe environments. In the U.S., according to a report by CYAN, the California Youth Advocacy Network, at least 130 colleges and universities have already established 100% of their on-campus housing to be smoke-free. These institutions include top ranked universities like Stanford University, Brown University, Harvard University and Duke University and state universities including Alabama, Alaska, Arizona, Arkansas, Colorado, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Maine, Maryland, Minnesota, Mississippi, Missouri, Montana, Nevada, New Hampshire, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Vermont, Washington, Wisconsin, and Wyoming. Attachment C lists these institutions. In additions, CYAN reports that at least 29 institutions of higher learning explicitly prohibit the sale of tobacco products on-campus. These institutions are listed in Attachment D.

In California, building entranceways at all public universities are smoke-free in compliance with state law.

CDC Best Practices

In 1999, the US Center for Disease Control released a report on the “Best Practices for Comprehensive Tobacco Control Programs.” This document was designed to produce recommendations to reduce disease, disability, and death related to tobacco use by:

- ✓ Preventing the initiation of tobacco use among young people,
- ✓ Promoting quitting among young people and adults,
- ✓ Eliminating nonsmokers’ exposure to environmental tobacco smoke, and
- ✓ Identifying and eliminating disparities related to tobacco use.¹⁸

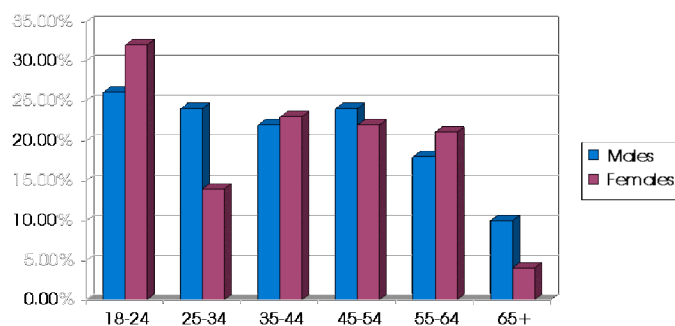
The document suggests several approaches to a comprehensive plan including reduced access to tobacco, clean indoor air, cessation classes, and enforcement of tobacco related laws and regulations.

Tobacco Use in Hawai'i

Overall tobacco use in Hawai'i is lower than most other US states. At 19.7%, Hawai'i ranks as the fifth lowest state in tobacco use behind Utah.¹⁹ Despite this low rate of tobacco use, there are large disparities among ethnic groups and by age. Filipino males and Native Hawaiians smoke at a higher rate than the rest of the population.

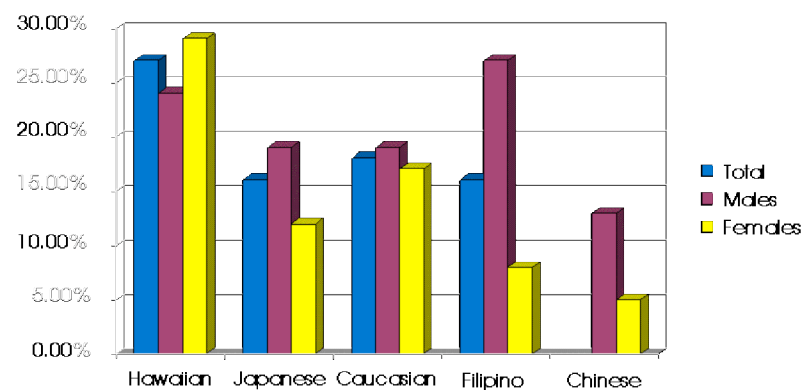
Such figures are consistent with data pertaining to University of Hawai'i students (reported above). Further study is underway by to ascertain smoking rates among faculty and staff in the University system. It is anticipated that faculty and staff smoking rates will be lower (and may be substantially lower) than the overall state level, in light of constant nationwide data showing tobacco use declining in relation to levels of educational attainment.

Smoking Prevalence by Age Hawai'i



BRFSS 1999

Smoking Prevalence by Ethnicity Hawai'i



BRFSS 1999

Current University of Hawai‘i Policy

As noted above, the University of Hawai‘i’s current policy was adopted in September 1987 and amended in March 1988 when most of today’s undergraduates were still attending kindergarten. Presently, with the exception of indoor common areas (such as common workspaces, classrooms, dining rooms, conference and meeting rooms, laboratories, and restrooms), U-H policy permits smoking in any completely enclosed area where all occupants consent. There are no restrictions on tobacco product sales or marketing and no formal institutionalized programs to promote smokers’ efforts to become free from nicotine addiction. Cigarettes are sold in at least two locations on the University’s Manoa campus.

In fact, the U-H policy was superseded by an Executive Order issued by Governor Benjamin Cayetano in June 1997. Under the Governor’s order, smoking should be prohibited in all indoor areas (except for residential facilities) owned, rented, or leased by the University. The same order recommends consideration be given regarding outdoor smoking near air intake vents, generally invites supervisors to support tobacco cessation efforts, and expressly allows stricter regulation of tobacco smoking by administrators with regards to areas subject to their control. Under this extended grant of authority, smoking has been prohibited in many other locations on U-H campuses including within outdoor sports stadiums and arenas, some building courtyards, entranceways, and lanais, and specifically designated “Substance Free” dormitory facilities.

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Attachment A

University of Hawai'i at Manoa Defining Our Destiny Strategic Planning Initiative Smoke-Free Campus Environment Working Group Report

February 1, 2002

Available on-line at:

http://kuhi.its.hawaii.edu/uhm_destiny/show_report/zoom_report_full.php?51

Identify your topic

A Smoke-Free Campus Environment

Identify group convener and participants

Leader: Mark Levin

Participants (apologies for misspellings):

Noriko Ito, Ellie Nordyke, Patti Urso, Keane Ishii, Heather Cox, Jon Pantenborg, Amber Van Wyle, Kim Nishiyama, Susan Choi, Peal Muthusamy, Brett Clavers, Melissa Stepp, Katie Coleman, Troy Higuchi, Olivia Federico, Beverly Ong, Ian Lesnet, Grant Kosh, Colin Bennett, Farouk Wang, Timothy Cho, Mia La Londe, Hye-ryeon Lee, Rasa Fournier, Thomas Hilpers

What are your highest hopes for this topic? (vision in 1-2 sentences)

A smoke-free campus (though differences among us as to what that means and how it should be accomplished)

Improved public health education

To help everyone in the University community including students, faculty, and staff not start smoking, quit smoking if they wish, and to not be exposed to tobacco smoke.

(But some differed from these views; see comments below).

What are the key challenges or barriers we must overcome to achieve this vision? (bullet-point form)

The tobacco industry and tobacco product marketers have an economic goal to attract and retain smokers and are especially interested in the 18 to 24-year-old age group.

Tobacco use as a social norm in the context of student life and reinforced through popular media such as major films.

Nicotine is addictive, and there is presently a lack of cessation support programs to help university community members overcome that addiction.

A loss of tobacco prevention and control funding statewide owing to shifting funds from that priority to the construction of the University's new Health and Wellness Center.

High-risk / critical groups in our community including minorities with high smoking prevalence rates (particularly Native Hawaiians and Filipino males, the gay and lesbian community, and international students), and pregnant women, postpartum mothers, and responsible fathers.

Smoking is highly visible in dorms, outdoor dining areas, building entrances, breezeways, stairways, etc. which both supports tobacco use as a social norm and exposes many to unwanted environmental tobacco smoke health risks.

Tobacco product sales on-campus promotes and facilitates tobacco use.

The UH policy on tobacco products on campus dates back to 1988 and is way out of date with regards to current research and understanding, particularly vis-à-vis environmental tobacco smoke health risks.

There seem to be strong differences in opinion on some of these issues, particularly where and how restrictions on smoking should be imposed, but somewhat less differences with regards to removing tobacco product sales from the campus and offering more tobacco product use prevention education and cessation support.

How can we work together now to achieve this vision? (strategies in bullet-point form)

Support efforts in the state legislature and city council for bans on smoking in restaurants, bars and nightclubs.

There is a need to be compassionate towards smokers, understanding smoking as an addiction and chronic disease.

UH should work with the community and programs that support tobacco control, such as the Coalition for Tobacco-Free Hawaii and the American Cancer Society.

UH should assure that the medical and nursing schools and all health science programs take a leading role in tobacco control research and education.

UH should offer on-campus smoking cessation programs, and provide funding support for that.

UH should begin right away with a needs assessment to understand better the circumstances relating to tobacco product use on-campus as well as understanding attitudes towards tobacco product use held by smokers and nonsmokers.

Further tobacco prevention education for students, faculty, and staff.

End tobacco product sales and marketing on-campus.

UH needs a new updated policy relating to environmental tobacco smoke exposure, marketing on-campus, and tobacco product prevention education and cessation support.

We should work together with other universities in the state so that policies on our campus and improvements on our campus are consistent with steps taken elsewhere.

We should make sure signage is clear to designate smoking and non-smoking areas.

Additional comments and recommendations

"Why can't the entire campus become smoke-free?"

"Hopefully it will be soon, of course leaving some designated areas for smoking activity."

"Even walking behind a person smoking is a drag; that's why a complete ban on-campus except for a specific designated areas where smoking is permitted is important"

"If the University of Hawaii sets itself out as a smoke-free campus, this will be good publicity for the University with regards to recruiting quality students, faculty, and staff."

"It's important to think about how enforcement will be done and that there is an adequate complaint procedure if rules are violated. Enforcement is important". (Follow-up suggestions included fines or a mandatory education class for violators. Opponents to further restrictions, of course, similarly opposed enforcement measures.)

"There should be more advertising about tobacco use prevention and cessation on-campus, such as posters, TV and radio. It's going to cost a lot, but that's how you reach people."

"It will be very important to have students lead the way for changes in tobacco policy relating to students, such as having students who are anti-smoking counselors available in each dormitory." "If the changes are student-led, it is less likely we'll feel like 'they're telling us what to do' and more likely the effort will succeed."

Important note: A small but enthusiastic minority in the discussion group strongly opposed further restrictions on where smoking is permitted on-campus, because it makes life more complicated, because the University does not have the moral or legal authority to tell people what to do, etc.

Attachment B
University of Hawai'i Smoke-Free Workplace Policy
March 1988
Available on-line at: <http://www.hawaii.edu/svpa/ep/e10/e10102.pdf>

Prepared by V.P. for Finance and Operations
This policy replaces E10.102 dated September, 1987

UNIVERSITY OF HAWAI'I

EXECUTIVE POLICY – ADMINISTRATION

March 1988

E10.102 Smoking in the Workplace

I. INTRODUCTION

Act 245, Session Laws of Hawai'i 1987, went into effect to protect the health of State employees from unnecessary exposure to smoke. This Act, relating to smoking in the workplace, requires all State departments to adopt, implement, and maintain a written policy. Our initial policy was adopted in September, 1987. An opinion by the State Department of the Attorney General in February, 1988 defined cafeterias in state and county buildings as "areas open to the public" in which smoking is prohibited. Our policy has been amended to reflect this decision.

II. OBJECTIVE

To provide systemwide executive support to implement the "Smoking in the Workplace" statute.

III. POLICIES

- A. As the leading educational institution in this state, the University of Hawai'i at Manoa recognizes the right of non-smokers not to breathe smoke-contaminated air, as well as the right of employees, students, and visitors to smoke within reasonable restrictions, as long as the air of the non-smoker is not contaminated.
- B. Smoking is permitted in any completely enclosed area where all occupants consent.
- C. Smoking is prohibited in the following areas:
1. Common workplaces: areas where smoke can drift or be carried to other occupied spaces. This includes areas which have air conditioning or ventilating systems which recirculate the air and hallways that are open to work areas.
 2. All interior areas open to the public, including service counters, reception or waiting areas, lobbies, and restrooms.
 3. Elevators, classrooms, conference and meeting rooms, and enclosed auditoriums.
 4. Dining rooms and cafeterias.
 5. Laboratories and other high hazard areas.

Attachment C

100% SMOKE-FREE CAMPUS HOUSING

Source: California Youth Advocacy Network, March 2002

ALABAMA

Alabama A & M University
Auburn University
University of Alabama
University of North Alabama

ALASKA

Alaska Bible College
Alaska Pacific University
University of Alaska - Fairbanks
(June 1, 2002)
University of Alaska - Southeast

ARIZONA

Arizona State University

ARKANSAS

University of Arkansas - Fayetteville
(Fall 2003)

CALIFORNIA

Azusa Pacific University
Biola University
Cal Poly Pomona
Cal Poly San Luis Obispo
California Baptist University
California Maritime Academy
CSU Bakersfield
CSU Chico
CSU Dominguez Hills
CSU Fresno
CSU Fullerton
CSU Hayward
CSU Long Beach
CSU Los Angeles
CSU Monterey Bay
CSU Northridge
CSU Sacramento
CSU San Bernardino
CSU San Marcos
CSU Stanislaus

Chapman University
Humboldt State University
Monterey Institute of International
Studies
Pepperdine University
San Diego State University
San Francisco State University
San Jose State University
Sonoma State University
Stanford University
University of California Berkeley
University of California Davis
University of California Irvine
University of California Los Angeles
University of California Riverside
University of California San Diego
University of California San
Francisco
University of California Santa
Barbara
University of La Verne
University of the Pacific

COLORADO

Colorado State University

CONNECTICUT

University of Hartford

DELAWARE

University of Delaware-Newark

DISTRICT OF COLUMBIA

FLORIDA

University of Florida

GEORGIA

University of Georgia

HAWAI'I

IDAHO

ILLINOIS

Illinois State University
University of Illinois at Urbana-
Champaign
Washington University - St. Louis

INDIANA

Ball State University (Fall 2002)
Purdue University
University of Southern Indiana

IOWA

University of Iowa

KANSAS

Haskell Indian Nations University
University of Kansas

KENTUCKY

LOUISIANA

Louisiana Technical University

MAINE

University of Maine - Farmington

MARYLAND

Frostburg State University
University of Maryland - Coppin
State College
University of Maryland - Eastern
Shores
University of Maryland - Salisbury
State
University of Maryland - Testudo

MASSACHUSETTS

Harvard University
Mount Holyoke College
Smith College (Fall 2002)
Wellesley University

MICHIGAN

MINNESOTA

Minnesota State University -
Mankato
University of Minnesota - Duluth

MISSISSIPPI

Mississippi State University
University of Mississippi

MISSOURI

South West Missouri State University
University of Missouri - St. Louis

MONTANA

University of Montana
Webster University

NEBRASKA

NEVADA

University of Nevada - Reno

NEW HAMPSHIRE

University of New Hampshire

NEW JERSEY

NEW MEXICO

NEW YORK

Canisius College
Columbia University
St. Thomas Aquinas College
Syracuse University
University of Buffalo

NORTH CAROLINA

Duke University (Fall 2002)
North Carolina State University
(Freshman Housing)

NORTH DAKOTA

OHIO

Bowling Green University

Capital University
Central State University
John Carroll University
Kent State University (Fall 2002)
Miami University (Fall 2002)
Ohio State University
Otterbein
University of Akron (Fall 2002)
University of Dayton
Wittenberg
Youngstown State University

OKLAHOMA

University of Central Oklahoma

OREGON

Oregon State University
Willamette University

PENNSYLVANIA

Kutztown University (Fall 2002)
Muhlenberg College
Penn State University
University of Pittsburg

RHODE ISLAND

Brown University
University of Rhode Island

SOUTH CAROLINA

University of South Carolina - Aiken
University of South Carolina -
Columbia

SOUTH DAKOTA

University of South Dakota

TENNESSEE

Rhodes College (Fall 2004)
Southwest Texas State University
Vanderbilt University

TEXAS

Schreiner College
Texas A & M University
University of Texas - Arlington
University of Texas - Austin

UTAH

Brigham Young University

VERMONT

University of Vermont

VIRGINIA

WASHINGTON

University of Washington

WEST VIRGINIA

WISCONSIN

University of Wisconsin - Madison
University of Wisconsin - Oshkosh
University of Wisconsin - River Falls
University of Wisconsin - La Crosse

WYOMING

University of Wyoming

AUSTRALIA

University of Melbourne

CANADA

Acadia University

Attachment D

PROHIBIT SALE OF TOBACCO ON CAMPUS
Source: California Youth Advocacy Network, March 2002

ALASKA

Alaska Bible College
Alaska Pacific University

ARKANSAS

University of Arkansas - Fayetteville

CALIFORNIA

CSU Monterey Bay
CSU Northridge
San Jose State University
Sonoma State University
University of California Berkeley
University of California Irvine
University of California Los Angeles
University of California San Diego
University of California San Francisco
University of California Santa Cruz
University of San Diego

FLORIDA

Florida State University

MARYLAND

John Hopkins University
University of Maryland

MASSACHUSETTS

Berkshire Community College

MICHIGAN

Central Michigan University
Michigan State University
University of Michigan - Ann Arbor
University of Michigan - Dearborn

MINNESOTA

University of Minnesota - Crookston

MISSISSIPPI

Mississippi State University

NEW YORK

State University of New York at
Stony Brook

OREGON

Oregon State University

RHODE ISLAND

University of Rhode Island

TEXAS

University of Texas - Arlington

WASHINGTON

University of Washington