

IUPUI Tobacco Policy Implementation Plan Awareness Committee Meeting
Notes
April 26, 2006

In attendance: Diane Brown, IUPUI External Affairs, Holly Holliday-Jones, IUPUI Student Life & Diversity, Donna Kent, IUPUI Campus Facilities Services, Becky Porter, IUPUI Enrollment Services, Leo Rafail, Marion County Health Department, Kristin Ryker, Tobacco Free IUPUI/IUPUI Health Services, Karla Sneegas, Indiana Tobacco Prevention Coalition, Maggie Stimming, IUPUI Human Resources Administration, Deb Wezensky, American Lung Association

I. Introductions

II. Update on Smoking Policy Status

Policy was approved by the Faculty/Staff Council and has now been approved by all three “governing” bodies on campus, Undergraduate Student Government, Graduate Student Organization, and Faculty/Staff Council. Chancellor needs to now sign off on the policy.

Becky Porter indicated that an August 14th implementation date is bad timing for a rollout from the Enrollment Services perspective. She is worried that it could negatively impact enrollment numbers. Could we do a Jan. 1st rollout of the new policy?

Enrollment services publications have already gone to print for the upcoming year, so an insert would need to be created to make prospective students aware of the new policy.

Could the list of top 1000 upper level administrators that will be trained to walk around campus and talk about the policy be called something other than Ambassadors? Becky has a group of individuals in Enrollment Services that are referred to as Ambassadors.

There is a concern that if we wait to announce the implementation of the policy until the day after commencement, it may give the impression that we waited until all the students were gone for the summer. Could we wait to announce the new policy until May 31st, which is World No Tobacco Day? If we used this day it is possible the new policy would get more publicity in the community. At minimum, if we don't announce before commencement, we should wait another week after (May 14th) to do this, so it doesn't appear that we were being deceptive in waiting until immediately after students leave campus.

III. Review document Program/Activity/Action Items

Committee decided that there isn't enough time to implement a slogan contest for the new policy.

We can build upon the Smoke-Free Indy messages. Leo Rafail distributed the marketing folder for Smoke-Free Indy, and we can look it over to decide what could be used for IUPUI purposes.

Karla Sneegas has an advertising company that we could use to make some messages for the IUPUI policy.

Ideas of how to make people aware:

- Place the new policy campaign as a “Hot” spot on the main IUPUI page (Diane will work on this)
- Many service maintenance employees still receive paycheck stubs/advises (which is a large group of smokers on campus). We could place an announcement in their paychecks about the new policy.
- Run standard announcements at any event on campus (PA system, etc.)
- Karla indicated that a paid media campaign (Focus/White Lies Campaign) begins on May 8th and runs for 2 weeks, so this could help with exposure to information about smoking.
- On Saturdays at 10am “Medically Speaking” airs on 1310 am radio. Leo may be able to get us a 15 minute spot to talk about the new policy.
- Sound Medicine, a PBS segment could also be a possible place to get some marketing time.
- Jag Radio/parking radio- we could run announcements about the new policy
- “Jack” radio station, we could possibly get something to run on air, Leo may know of someone to contact.
- Use gerbil tubes to hang some signs. Diane indicated this needs approval from her area.
- Use of the A-frames (like United Way Campaign does) to do a count down to the implementation of the new policy. CFS manages the A-frames.
- Use the Breezeway into the library and hang banners
- Make up exterior signage to place around campus
- Hang a banner on the Campus Center construction site
- A “Killer Art” traveling exhibit of ashtray art is being shown around Indianapolis; we could bring this exhibit to UC 115, Cultural Arts Gallery.
- Herron students could also make their own sculptures out of old ashtrays as a part of a class; they could then be on display in Herron.
- Sept. 8th CFS will be holding the “De Buttify Campus Day,” where volunteers will clean up cigarette butts.

Overall, the committee decided that until we know more about the enforcement issues related to the policy, as well as the date it will be announced we should wait to move forward on the tasks. We will convene at the general committee meeting on May 8th, and schedule a subcommittee meeting then to work on the awareness campaign.

Questions for Karen:

Top 1000 Leadership, have they been identified?

Who is drafting the final policy, and where is it?

When will the Chancellor make a final decision about the policy?

When will enforcement policies be decided?

Are people able to smoke in their own vehicles in a University owned parking lot?

Should an official invite be issued from the Chancellor’s office to the Governor’s Office, Mayor’s Office, Mickey Maurer, and Dr. Monroe to join in supporting the campaign?

Should we get CEO's from the hospitals on board to give support to the new policy?

What about doing a press conference?

Is it okay to utilize Karla Sneegas' advertising agency for help in our messages about the new policy?

A "Killer Art" traveling exhibit of ashtray art is being shown around Indianapolis; we could bring this exhibit to UC 115, Cultural Arts Gallery, what do you think of this idea?