

Awareness Committee Meeting Minutes
May 16, 2006

In attendance: Diane Brown, Holly Holliday-Jones, Debi Hudson, Becky Porter, Kristin Ryker, and Maggie Stimming.

I. New approach to engagement

- Hot spots will be identified by CFS and Deans of academic units/schools will be responsible for engaging smokers. There was concern from the group that some buildings have multiple tenants (who would ultimately be responsible?). Also, there are off campus buildings that house a mixture of university and non university personnel. How would this be handled? Debi Hudson from Clarian indicated they too had this issue and that the employees were made aware of the policy and followed.
- Implementation of plan: Committee suggests that we have a standardized approach for consistency that schools/units could follow. Katie Busby and Holly Holliday-Jones are working on putting together a template for this that will be able to be accessed from the tobaccofree website.
- Group suggested that the Chancellor send out schools/units a set of expectations regarding engagement responsibilities.
- There is no academic unit in the Union Building, who would coordinate efforts?
- Committee discussed that the engagement committee should come up with a plan and then inform the Awareness committee of how we can educate and inform the community about the plan.
- Visitors need to be well informed of the new policy, and we need to be consistent in the engagement of visitors. We need to make available a list of places where it is permissible for visitors to smoke.
- Messages to visitors need to be consistent and highly visible.
- Enrollment services see many visitors each year, and they will get info into handbooks/brochures and will tell visitors where they can go to smoke when on campus.
- During big events on campus (Race for the Cure, Mini Marathon, etc) folks need to be aware IUPUI is tobacco free. Make sure this is in all future event contracts.
- One way to get the word out to visitors would be to place stickers on parking meters that inform of the new policy.
- Be sure to use POSITIVE messages (thank you for enjoying our tobacco free environment). Many of these already exist in other places, so we should use those.

II. Marketing campaign:

- Diane has someone in the Communications and Marketing office working on a slogan for the campaign and should have it completed by week's end. They are working on connecting to the Smoke Free Indy campaign as well as

creating a completely new one. Different campaigns may be created for different audiences. We will plan to have a campaign ready by June 14th.

- Maggie developed some posters we could put up now, before the official policy takes effect to begin to remind the campus of the policy effective August 14th.
- As part of the campaign, Diane's area will work on a sticker to be placed on all the current smoking butlers around campus that will inform the smoking population of the new policy. This way, we will begin to let our current smoking population know of the policy that will go into effect in August. These stickers will need to be able to be removed easily as CFS will most likely recycle the smoking butlers, once removed from IUPUI.
- Other ways of getting the word out:
 - Employee/staff orientations- Marilyn Bedford would be contact
 - Faculty resource day/fair- we could do a session there.
 - Have the Chancellor do a video
 - Ask the Chancellor to create a vision statement for the new policy
- Diane will create a media plan, and then ask Karen about what budgets exist for printing these. We hope to be able to place everything online so that each individual area/unit/school can print off what will be needed. Although there will be some things that will need to be printed centrally. At minimum, palm reference cards will be needed
- Can we make patches/gum available in the bookstore for those who are trying to quit? Currently, these items are available at the hospital gift shops.

III. Quitkits

- What should be included? Card, gum, toothpicks, etc.
- We could list all the items needed to make a "quitkit" under resources on the tobaccofree.iupui.edu website and then each individual area could make their own.
- It may be beneficial to have these kits available to visitors. Some areas on campus that see many visitors: Enrollment Services, Library, University College.

We will schedule our next meeting before the June 14th date to begin the marketing campaign.