

Awareness Committee Meeting Minutes

June 13, 2006

In attendance: Donna Kent, Diane Brown, Maggie Stimming, Liza Sumpter, Leo Rafail, Holly Holliday-Jones, Katie Busby, Kristin Ryker, Becky Porter.

- I. New marketing campaign materials.
 - a. Reviewed logo created by Communications and Marketing. Diane indicated that the new logo will be up on Tobacco free site by June 14th, in a JPEG format, and will be able to be downloaded.
 - b. Donna inquired if the logo could be used at the bottom of letterhead, and Diane indicated that yes it could be used for that purpose.
 - c. A concern was brought up that the tobacco free website has a very similar address to the student tobacco coalition. Kristin Ryker is going to make sure that there is a link from their website to the tobacco free initiative website.
 - d. Brainstorming ideas for marketing materials: (Diane is going to look into pricing these items and will get info to Katie Busby)
 - i. Table tents to place around campus (UC, computer clusters, hospital cafeterias, hotel cafeteria/food court)
 - ii. Have departments place links to the tobacco free website on their homepages.
 - iii. Flyers, for departments to post
 - iv. Palm cards/policy, cessation resources -10,000
 - v. Team IUPUI, use a giveaway such as a highlighter with the tobacco free logo
 - vi. Bookmarks to place in bags at the bookstore
 - vii. Weeks of Welcome (WOW)- giveaways and posters to advertise new policy
 - viii. Beechies gum to give departments/units on campus with the tobacco free logo, that they could offer to smokers
 - ix. Send postcards to new undergraduate and graduate students indicating that IUPUI is a tobacco free campus, total number needed would be 8,000 postcards
 - e. Outdoor signage- Donna Kent will work on getting estimates for costs of signs and put together a budget proposal
 - i. A-frames can be used to advertise new policy. CFS can make these and place in prominent areas on campus from August to September. Anytime there is a

- large event on campus we will need to place these signs up. We need a plan to get the signs up.
- ii. Could Carol Pferrer, in Parking place a permanent sign on the directional signs that say “Welcome to our Tobacco-Free campus?”- Holly will check into this.
 - iii. Could permanent signs be placed at parking garages, using existing signage and just placing an additional sign below it?
 - iv. Replacement signs need to be ordered and affixed to all building doors, to replace the current “30 feet no smoking” decals.
- II. Potential funding- Liza Sumpter from ITPC attended the meeting and indicated a Special Opportunity Grant may be available to help in funding the implementation of the new policy, which would include marketing materials, signage, evaluation/assessment. Katie will work directly with Liza to submit the grant application.
- III. Clarian resource packet,
- a. Maggie has updated it and has gotten approval from Clarian for the changes. The committee thought the tobacco free logo should be placed on the new resources. Maggie will consult with Clarian to make sure this is acceptable.
 - b. In the packet a contract exists for employees and visitors to sign that they are aware the campus is tobacco free. Should we use this for employees? Should all sign this? Need to check with Ellen Poffenberger.
- IV. Hot spot map
- a. Donna handed out the map and a listing of resources
 - b. This is on the CFS website and will be listed on the tobacco free site as well.
- V. CFS, De-Butt-ify Campus day will be held Friday Sept. 8th, 8:30-noon. You can register to participate now by going to, www.iupui.edu/~cfs
- VI. Wording for palm cards-Will send out the proposed wording via email, please comment and send suggestions to Holly.
- VII. Smoking butlers
- a. Donna indicated she had discussed the idea of placing stickers on the existing butlers until they are removed telling our current smokers about the new policy. The folks in CFS thought this would be a waste of resources since they are going away, and felt the money would be better spent on other items.
 - b. All smoking butler removal will begin on August 10th, and will be completed by August 17th.

- VIII. Implementation template for schools/units- will send out template via email, please comment and send suggestions to Holly.
- IX. Next Meeting will be held on Wednesday June 21st, 10am in AO 102.