

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

TOBACCO-FREE CAMPUS INITIATIVE

Because the Johns Hopkins Bloomberg School of Public Health is committed to providing a safe and healthy working and learning environment for the students, faculty, and staff on its campus, it hereby adopts the following tobacco-free campus initiative.

Background

Tobacco is the leading cause of preventable deaths, responsible for about one in five deaths annually in the US,¹ and responsible for more deaths annually than HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides and murders combined.² The 2014 US Surgeon General's Report on Smoking and Health highlights that between the period 1964-2014, smoking and exposure to secondhand smoke were responsible for more than 20 million premature deaths, and that conclusive evidence on the adverse impacts of tobacco use on both smokers and non-smokers continues to expand.³ It is estimated that six million youth alive today will eventually die prematurely from smoking.² Almost all (99%) adults who smoke everyday started smoking when they were 26 or younger.⁴ This makes university campuses a strategic target for tobacco use prevention and cessation efforts.

In response to the robust body of evidence on the health and economic costs of tobacco products, the US Department of Health and Human Services (USDHHS) established the Tobacco-Free College Campus Initiative (TFCCI) with the aim of promoting and supporting the adoption and implementation of tobacco-free policies at universities, colleges and other institutions of higher learning. Tobacco-free policies help to denormalize tobacco use, reduce initiation of tobacco products, and encourage users to quit, and thus can reduce secondhand smoke, smoking prevalence and heart disease mortality.⁵

Whereas the Johns Hopkins Bloomberg School of Public Health (JHSPH) prohibits smoking in all facilities owned, leased or operated by JHSPH,^{*} it has become imperative to join the growing number of institutions that are advocating for and implementing 100% tobacco-free initiatives. Deterring the use of tobacco in all forms, and not cigarettes alone, is crucial to protect the health of the students and workforce of the JHSPH community. Furthermore, prohibiting the use of tobacco on campus does not infringe on anyone's choice to use tobacco. In addition, 100% tobacco-free initiatives ensure that institutions are not unintentionally encouraging or reinforcing tobacco addiction among students and staff.

Accordingly, JHSPH is adopting a tobacco-free initiative that (1) protects the public health and welfare by prohibiting smoking, including the use of electronic cigarettes, on campus; (2) guarantees the right of nonsmokers to breathe smoke-free air, while recognizing that the need to breathe smoke-free air shall have priority over the desire to use tobacco; and (3) encourages a healthier, more productive living/learning environment for all members of our campus community.

^{*} <http://hrnt.jhu.edu/pol-man/appendices/sectionI.cfm>

Scope and Intent of the Initiative

Prohibition of Tobacco Use:

Only comprehensive tobacco-free campus policies that prohibit all forms of tobacco in both indoor and outdoor spaces can fully protect students, faculty and staff of the JHSPH community. JHSPH adopts the following definition, as recommended by the American College Health Association (ACHA)⁶:

Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), cigars and cigarillos, hookah-smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff). For the purpose of this initiative, including the prohibitions below, “tobacco” also refers to electronic cigarettes and electronic/alternative nicotine delivery systems.

Tobacco use shall be prohibited on all JHSPH-owned or leased properties, and in JHSPH-owned, leased or rented vehicles; in addition, tobacco use shall be prohibited on all outdoor campus grounds (and discouraged on city property adjacent to campus grounds).

Prohibition of Direct and Indirect Tobacco Advertisement, Promotion and Sponsorship:

The sale of tobacco products and tobacco-related merchandise (including logo-containing items) shall be prohibited on all JHSPH property and at JHSPH-sponsored events, regardless of the operating vendor.

The distribution or sampling of tobacco and associated products shall be prohibited on all JHSPH owned or leased property and at JHSPH-sponsored events, regardless of the venue.

JHSPH shall not permit tobacco companies on campus to conduct student recruitment or employment activities.

Resources and Information

JHSPH shall provide and/or promote cessation services/resources for all members of the JHSPH community.

All members of the campus community shall be notified through employee and student publications as well as through appropriate signage. The initiative shall be noted in prospective student materials, in both printed and electronic forms, as well as staff handbooks and the JHSPH website and portal

Tobacco-use cessation products, medications, and counseling services are included in student and staff health insurance plans. Tobacco cessation services are a component of the Affordable Care Act.

Summary

Based on the preceding information, we declare that:

- Building on its existing smoke-free policy, the JHSPH now prohibits the use of all tobacco products including, but not limited to, electronic cigarettes/nicotine delivery systems and oral tobacco (spit and spitless, smokeless, chew, snuff) on all JHSPH grounds, JHSPH-owned or leased properties, and in JHSPH-owned, leased or rented vehicles.
- All tobacco and tobacco industry promotions, advertising, marketing and distribution are prohibited on JHSPH property.
- JHSPH promotes cessation services/resources for all members of the JHSPH community; such services are included as part of health insurance plans.
- The initiative will be subject to annual review.
- This initiative will be in effect as of August 1, 2014.

References

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