

# *“Partnering to Create a Healthier Campus”*



**Targeted Community Investment Grant Project**

**Faculty and Staff Assistance**

**Georgia State University**

# The Campus

Georgia State University, located in the heart of downtown Atlanta, has an employee population of nearly 3,300 and an enrollment of more than 27,000 undergraduate and graduate students in six colleges. Overall, more than 40,000 students are enrolled during the course of an academic year.


# The Issue

Tobacco use is the leading cause  
of preventable death and disease  
in America.



# The Project

The overall objective of the Project, *“Partnering to Create a Healthier Campus”* is to help reduce tobacco use and create a healthier campus at Georgia State University.



# Learning Objectives

- Examine a cost-effective approach to implementing a wellness initiative to benefit faculty, staff and students
- Identify ways to achieve successful outcomes by building collaborative campus partnerships

# Learning Objectives

- Explore ways to expand collaborative partnerships with community resources
- Provide an open forum for discussion and sharing knowledge, resources, and experiences among colleagues

# The Project

Georgia State has partnered with the American Cancer Society for several years in providing health and prevention resources, programs and services for students, faculty and staff.

# The Project

After an examination of the various supportive services promoting health and wellness at Georgia State, it was recognized that the Office of Faculty and Staff Assistance (FASA) and the Office of Student Health Promotion and Education share a common mission on campus.

# The Project

FASA is an internal EAP unit of HR offering workplace consultations, short-term counseling, referral services, promotes health and wellness information and programs to all Georgia State faculty, staff, and eligible family members. Smoking is a major topic addressed through wellness education.

# The Project

Student Health Promotion and Education supports activities that empower Georgia State students to make healthier choices and achieve academic success. Smoking is also a major topic addressed through wellness education.

# The Project

The Project was initiated by the Office of Faculty and Staff Assistance. The Office of Student Health Promotion & Education was initially invited to partner because we address similar campus issues and concerns, and “we breathe the same air”.

# The Project

The Project represents the first collaborative partnership addressing a major health issue at Georgia State made possible through grant funding by the American Cancer Society (ACS).

# The Project

*FASA and Student Health Promotion and Education* have been working collaboratively on the Project since **March '05** through a Targeted Community Investment Grant (T.C.I.G.) funded by the South Atlantic Division of the ACS.

# The Project

The South Atlantic Division of the ACS established the TCIG program to supplement the Society's Mission Delivery objectives at the local, state and Division levels.

Tobacco/Colleges (Lung Cancer) is one of the Division's board-approved Mission Delivery priority areas.

# Project Goals and Objectives

- Increase awareness that tobacco use is a health hazard
- Help tobacco users quit for good
- Influence non-users to remain tobacco/smoke free



# Project Goals and Objectives

- Promote existing educational services and programs
- Identify and implement new programs
- Assess current campus smoking policies



# Project Description and History

## Phase I – 2005

The two primary goals of Phase I were to evaluate current GSU smoking policies and the prevalence of tobacco use on campus.

# Project Description and History

- Since **1988**, the University Senate at Georgia State has passed a number of smoking resolutions.
- To protect the health of the University Community, smoking is prohibited in all buildings of the Georgia State University campus.

# Project Description and History

- At Georgia State students have two on-campus residential options. The *Village* houses up to **2,000** undergraduates. The *Lofts* provide **231** apartments and a total occupancy of **431** for all levels of students. Construction is underway for a new residence opening in the fall of '07 housing **2,000** students.

# Project Description and History

- Effective **March '03**, a resolution was passed to prohibit smoking within a **25-foot** radius of all University building entrances. However, smoking indoors is permitted in some designated student apartments on campus.

# Project Description and History

Phase I began in **April '05** at the *Health and Wellness Kick-Off* during *Cancer Awareness Week*. Activities included campus and community resource information tables, health screenings, lunch n learn seminars.

# Project Description and History

The Summer *Kick-Off and Kick-Butts* event was held in June '05. This event provided an opportunity to announce the official details of the research grant.

# Project Description and History

There were seven (7) focus groups conducted, with four (4) sessions conducted in University Housing from **July to September of '05**. The focus groups were targeted to gather information regarding perceptions of existing smoking policies and constructive feedback on a campus-wide survey that was to go online in **October**.

# Project Description and History

The culminating event for Phase I was a Health/Wellness Fair and celebration held on the *GREAT AMERICAN SMOKEOUT DAY* on 11/17/05.

# Project Description and History

## Campus Representatives-

- Alumni Association
- Cardiopulmonary Department
- Counseling Center
- Human Resources Department
- Recreational/Nutrition Services

# Project Description and History

## Community Representatives-

- American Cancer Society
- American Lung Association
- Centers for Disease Control
- Fulton County Health and Wellness Department
- Georgia Department of Agriculture

# Online Survey Results

The campus-wide online survey launched on **10/28/05**. At the close of the survey on **11/16/05**, there were nearly **6000** respondents including –

**86%** students (representing **19%** of total)

**10%** staff (representing **27%** of total)

**4%** faculty (representing **22%** of total)

# Online Survey Results

- When asked what tools Georgia State could provide to help those trying to quit, the majority responded **“Smoking Cessation Class”** followed by ongoing support groups.

# Online Survey Results

Some noteworthy results from the survey:

-**26%** of respondents reported tobacco use within the last three months.

-**Almost half** of all the self-reported tobacco users have never tried to quit.

# Online Survey Results

- Approximately 60% felt that smoking should be banned inside all student apartments in campus housing and would support making the university a totally smoke-free community.
- 68% of respondents felt the current 25-ft ban is reasonable.

# Online Survey Results

-For a **full one-third** of the self-reported tobacco users, the greatest barrier to participating in a smoking cessation program was that they were **“unaware program existed”**.

# Online Survey Results

-Only 17% of survey respondents reported being “fully aware of existing campus smoking policies.”

# Positive Outcomes: 2005

- Campus and community collaborations
- Cost savings through joint event planning
- Creative planning strategies, i.e. incentives and giveaways attract more attendees at events
- New statistical data on tobacco use on campus
- Over **10,000** people were reached

# Phase II

## Phase II – 2006

One primary goal of Phase II was  
to build support!



# Phase II: Goals and Objectives

- Create the GSU Tobacco Task Force
- Continue providing services and programs
- Increase outreach, programs and advertising
- Examine campus smoking policies

# Phase II

The Tobacco Task Force (TTF) was officially formed in July '06.

Membership includes a coalition of collaborative partners representing students, faculty, staff and community organizations. Meetings are held monthly.

# Phase II

## TTF Representatives –

- American Cancer Association
- American Heart Association
- American Lung Association
- Cardiopulmonary Department
- Colleges Against Cancer
- FASA/Human Resources

# Phase II

## TTF Representatives –

- GSU Police Department
- Recreational Services
- Staff Council
- Student Health Promotion and Education
- Student Government Association
- Student Services

# Phase II

TTF major activities/events included-  
*Freshstart* training for Student Peer Health Educators in **August**; *Employee Benefits Fair* in **October**; and *Great American Smokeout Events* in **November**, *Lunch n Learn/Open Forum: “Tobacco Use in the 21<sup>st</sup> Century”*, *Health/Wellness Fair*.

# Positive Outcomes: 2006

- TTF Mission Statement (refer to handout)
- Increase awareness of campus resources
- Increase awareness of campus smoking policies
- Increase awareness of health hazards from tobacco use

# Positive Outcomes: 2006

## Expanded Collaborative Partnerships –

- GSU Institute of Public Health
- GSU Peer Health Educators
- GSU Psychology Clinic
- Grady Health System

# Positive Outcomes: 2007

TTF major activities/events included-

*Lunch n Learn/Open Forum: “Mind if I Smoke, Cigarette Ethics”* in **March**; TTF Team

Participant, *Relay for Life Event* in **April**;

*Buddy Bingo*, health and fitness promotion in

**May**, co-sponsored by “**Friends for Fitness**”

(FASA and Recreational Services Dept.)

# Project Challenges

## Timeline Adjustments:

- GSU – Research grant application protocols
  - Institutional Review Board (IRB)
  - Survey Coordinating Committee
- ACS
  - Grant funding deferment

# Next Steps

- Assess cessation intervention approaches
- Assess campus smoking policies
- Research other colleges and universities
- Schedule educational awareness events



# Next Steps

- Continue building partnerships
- Expand health and wellness focus
- Identify other potential supplemental funding sources



# *“Partnering to Create a Healthier Campus”*

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