



Smoke-free campus: *monitor, evaluate, review*

Creating a tobacco-free culture is a journey, it takes time and requires a planned approach to make practical changes across campus. It's important to monitor and review any new policy to measure effectiveness and to address any issues as they arise.

As you plan the implementation of your smoke-free policy consider how you will monitor the progress and impact, continue to gain feedback from staff and students and measure culture change over time.

It's a good idea to set a policy **review date** within the first twelve months of implementation. This allows you to make any changes and improvements whilst the policy is bedding in. In the table below you will find some general advice on how to revisit, review and measure the impact of your smoke-free policy.

	Monitor, evaluate and review	Measurable indicators
Culture change	<p>Keep a record of practical changes that have been implemented.</p> <p>Record key issues and specific challenges with implementation.</p> <p>Gather feedback on the implementation of the policy: has the smoke-free policy achieved what it initially set out to do? Consider:</p> <ul style="list-style-type: none"> • General prevalence of smoking across campus and the use of e-cigarettes. • Changes in behaviours, attitudes and culture towards smoking on campus. For example, is smoking less visible at entrances and close to buildings/paths? • Are staff members fully involved in implementing the policy and taking ownership of applying the policy day-to-day? 	<ul style="list-style-type: none"> • Repeat the consultation exercise and compare results with baseline • Use campus maps to assess if smoke-free spaces on campus have been increased and if hot spots have been removed or reduced. • Assess to what extent the smoke-free campus policy is included within organisational policies and procedures e.g. recruitment, induction information, codes of conduct, job descriptions and discipline policies.



<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Compliance</p>	<ul style="list-style-type: none"> • How would you describe current levels of compliance? How has this changed over time since the policy was launched? • Are there designated smoking areas or smoking shelters? Do smokers use them? Are designated areas effective in reducing the visibility of smoking on campus? • Do designated areas impact on the enjoyment and use of outdoor spaces by others? • Does smoking on campus impact on the institute’s buildings (for example smoke drift through windows)? • Are students and staff moving off campus to smoke? • Are there any undesignated smoking hotspots? Are these in a different location to previously? Are these hot spots more or less visible than previously? • Do staff or students report being exposed to tobacco smoke on campus? 	<ul style="list-style-type: none"> • Reports of non-compliance and policy breaches • Frequency of incidents of smoking on campus • Reports of smoking being displaced into the community • Reports of smoke-drift into buildings
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Litter</p>	<ul style="list-style-type: none"> • Is there an issue with cigarette related litter on campus and in the surrounding area? Are appropriate bins provided in designated areas? • Has there been a reduction/increase in smoking related litter? • Are there specific litter ‘hot-spots’ and how could these be addressed? 	<ul style="list-style-type: none"> • Recording levels of cigarette related litter on campus • Clean-up time and costs



Communications	<ul style="list-style-type: none"> Do staff, students and visitors know about the smoke-free policy? Has communication to students and staff on the policy improved and what has the impact been? Monitor and review how the policy is reinforced through campus-wide communications and campaigns. Is the information provided consistent and clear? 	<ul style="list-style-type: none"> Awareness of the policy among staff and students (compare with baseline consultation) Numbers of students/staff who have engaged with specific events Social media and website analytics e.g. an increase in views and shares and webpage visits. Visibility and up-keep of smoke-free signage, has signage been removed or vandalised?
Stop smoking support	<ul style="list-style-type: none"> What provisions are in place to support students or staff wishing to quit? How and where are stop smoking services promoted on campus? Is there a formalised referral pathway? Do key staff know about it and how to use it to refer students for support? What support is available for campus <u>staff</u> who would like to quit smoking? 	<ul style="list-style-type: none"> Number of referrals to stop-smoking services Uptake of stop smoking services, as a result of referral Awareness of stop smoking services (compare with baseline).

Sustaining the change and next steps

- Keep the **cross campus working group** engaged following the policy launch to help address issues as the new approach becomes established.
- Continue to assess if there are further practical changes that can be made in the **short, medium and long term** to increase smoke-free spaces and change culture on campus.
- Build on the initial implementation plan to create a **three year action plan** for promoting and communicating the smoke-free campus policy.
- Ensure there are mechanisms for **ongoing monitoring and feedback** beyond the implementation phase. Set specific policy **review dates** and continually monitor the effectiveness of the smoke-free policy, communications, compliance and the impact of the practical changes on campus.



- Remember, culture change takes time and it won't happen overnight. The smoke-free policy is just a starting point, refer back to it, review and change things as you make progress and to **keep up-to-date with new issues** and address them as they arise.
- Positively promote how the campus maintains the smoke-free ethos by **celebrating your successes** and letting everyone know you're proud to be a smoke-free campus. Inspiring examples from other institutions can be found within the communications guidelines and case studies available at www.befree.scot/college-universities.

Recognition and reward

Scotland's Charter for a Tobacco-free Generation



Scotland's Charter for a Tobacco-free Generation is an initiative to help reduce the harm caused by smoking and deliver a tobacco-free generation by 2034. You can gain positive recognition for your smoke-free campus by becoming a Charter Supporter. For more information and to pledge your support visit www.ashscotland.org.uk/charter

Healthy Body Healthy Mind



The Healthy Body Healthy Mind programme supports colleges and universities in improving student and staff well-being, and inspires positive changes on campus. In receiving an Award, institutions demonstrate how they are encouraging sports and physical activity, a smoke-free culture and good mental health. More information on how to [register here](#).

Further advice and resources

ASH Scotland have a range of resources to support further and higher education institutions make practical changes to review and improve smoke-free campus policies.

Visit www.befree.scot/colleges-universities/ for more information.