

# 2012 Smoke Free Project

**Curtin University**

6 July 2011

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# Why?

## ■ Legislation

- Occupational Safety and Health Act 1984 (WA)
- Tobacco Products and Control Act 2006 (WA)

## ■ University expectations and reputation

- Curtin is a leader in the field of health research and teaching, and recognises that both smoking and second-hand smoke are harmful to health. By going smoke-free the University is aligning its policies and practices with the evidence and its research outcomes.



# How?

- Policy or Legislation?
  - Current minimum standard – Compliance issues
  - Curtin University Act & By-Laws



# Project and Scope

- Objective: To bring the University in line with current legislation and community expectations around smoking and align itself with its research outcomes
- In Scope:
  - Project management until 1 January 2012
  - Campaign and support programs in 2011 & 2012
  - Amendment of By-Laws
- Out of Scope
  - Managing compliance in 2012
  - Campuses outside WA



# Risk Assessment

- Risks
  - Ongoing engagement of employees and students who smoke
  - Potential reduction in international student enrolments
- Mitigation & Justification
  - All other WA Universities to go smoke free in a similar timeframe
  - Potential for increased staff and student retention
  - Staff and student health benefits



# Project Deliverables

- Amendments to University By-Laws which will prohibit smoking on University lands
- Rescind current minimum standard for smoking
- Programs to assist staff in quitting and complying with new By-Laws
- A smoke-free marketing campaign to increase the awareness of the changes and the support programs available to staff
- Delivery of campaign material
- Delivery of website
- Signage



# Success Criteria

- By-Laws successfully amended
- Staff and student awareness of changes prior to 12 Jan 2012
- Minimum disruption to staff and students when the amendments come into effect



# Key Milestones

- Public VC Endorsement in Note to Staff
- Delivery of all promotional material
- Delivery of Website
- Campaign at Start-Up Weeks S1 2011
- Campaign at Start-Up Weeks S2 2011
- Campaign at Start-Up Weeks S1 2012
- Campaign at Curtin Open Day



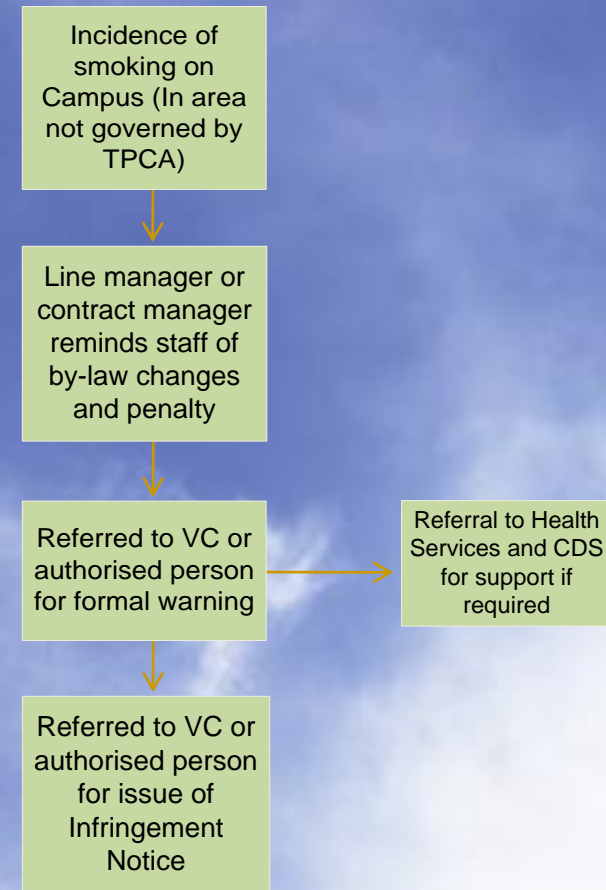
# Consultative Committee

- Director, Corporate Risk
- Occupational Health Advisor/Project Manager, Corporate Risk
- Associate Director Human Resources
- Manager/GP, Health services
- Guild President
- Professor Mike Daube, Health Sciences Professor, ACOSH
- Director Asset Management
- Director Corporate Communications
- General Counsel, Legal and Compliance
- Associate Director, Housing Services



# Enforcement and Compliance

- Peer pressure & peer reporting
- Thorough awareness campaign in 2011
- Enforcement starts S2 2012



# Monitoring effectiveness

- Research Project
  - Methodology
    - Pre-and post-implementation qualitative data collection with the staff and students
    - Pre-and post-implementation smoking prevalence data
    - Pre-and post-implementation electronic survey of knowledge, attitudes and behaviours towards the smoke-free campus
    - Efficacy and uptake of support services offered by Curtin University for smokers wishing to quit or manage that smoking
  - Timeframe: 6 months prior and 18 months following changes
  - Student Initiative to reduce budget



# Support Programs

- Cessation support programs
  - S1, S2, 2011
  - S1, 2012
  - Internal and External Providers
  - Access on and off Campus
- Counselling and Disability Services
  - Counselling for staff and students
- Health Services
  - GP
- Nicotine Replacement Therapy (NRT)?



# Working Party (Marketing)

- Occupational Health Advisor/Project Manager, Corporate Risk
- Director, Corporate Risk
- Director, Corporate Communications
- Manager, Public Relations
- Managing Editor, Corporate Communications
- Design/Production Coordinator, Corporate Communications



# Image Development

- Positive image
- Clean Air Campus – reinforces rationale of safety compliance
- Image development
  - Clouds
  - Logo
  - colours



# Marketing

## ■ Marketing & Media

- Flyer, bookmark, poster
- Banners, promotional material.
- Cite Magazine, Grok, Western Independent
- International Prospectus
- Student Handbook
- Contractor handbook
- Staff and student official communication
- OSH open day



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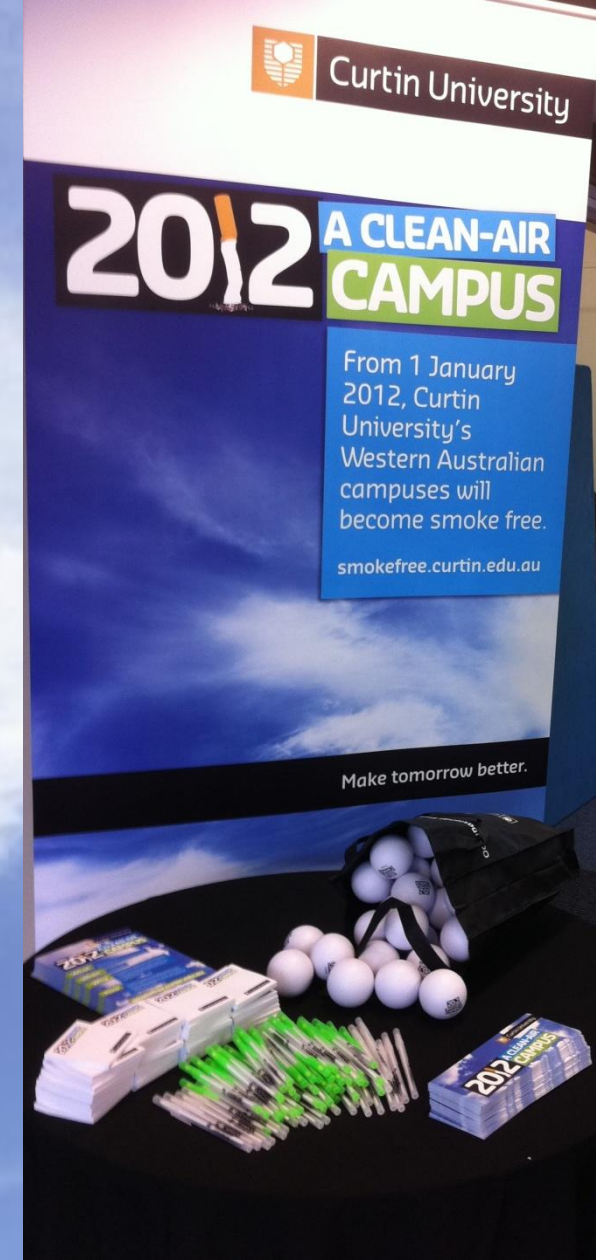


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# Marketing

## ■ Marketing & Media Cont.

- Exposure at Start-Up weeks and Open Day
- [Website](#) and facebook
- Staff and student induction packs
- Student Central T-shirts & TV screen ads
- Student competitions
- CELC inductions
- Lecture theatre introduction slides
- Email signatures
- Recruitment documents and advertising



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Smoke Free 2012 - Windows Internet Explorer

http://smokefree.curtin.edu.au/

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## SMOKE FREE 2012

Home News FAQs Support

### A CLEANER CAMPUS FOR ALL

From January 1st 2012, Curtin University's West Australian campuses will become smoke-free.

The University has a duty of care to protect employees and students from hazards such as second-hand smoke. Authoritative medical reports confirm that there is no safe level of exposure to tobacco smoke, and even low levels of exposure to second-hand smoke put non-smokers at risk.

#### HOW WILL IT HAPPEN?

The Curtin University by-laws will be amended so that smoking anywhere on University property is prohibited. Banners will be posted around campus, and promotional materials will be available to remind staff, students and visitors of the changes.

#### Got a question?

Here are some [frequently asked questions](#) that may assist you.

#### Need support?

Visit the [support page](#) for a list of resources to help you quit smoking.

#### NEWS

**Curtin becoming smoke-free in 2012 - The full details ...**

What's Going to Change? Curtin University's Western Australian campuses will become smoke-free from 1 January 2012. This means that smoking will be ...

#### WANT TO GET INVOLVED?

To promote the positive aspects of the change, Corporate Risk and the Student Guild will sponsor two student art competitions in 2011. [Click here to find out more.](#)

#### CONTACT US

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Start

Novell-delivered Applicati...

Inbox - Microsoft Outlook

Address Book: Global Ad...

2012 Project docs

Smokefree - AUSA 2011

Interview Questions HR ...

Document1 - Microsoft ...

Smoke Free 2012 - Wi...

Simon JM Templates

Internet 90%

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# Issues, Barriers and other Considerations

- Equal Opportunities
- Union Support
- Censorship?
- Student Housing - personal security
- Budget
- Shared facilities/properties/lease agreements etc





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# 2012 A CLEAN-AIR CAMPUS

## Questions?

FOR DETAILED INFORMATION VISIT

[smokefree.curtin.edu.au](http://smokefree.curtin.edu.au)