



**TOBACCO- AND
SMOKE-FREE CAMPUS**
Background and Overview

PROMOTING A HEALTHIER WVU

At West Virginia University, we are committed to the overall health and well-being of our students, faculty and staff. That's why all campuses across the WVU System will be **tobacco- and smoke-free**, effective August 1, 2019.



TOBACCO- AND SMOKE-FREE CAMPUS

Background

- / **BOG Finance and Administration Rule 5.6 – Tobacco- and Smoke-Free Campus** prohibits smoking in any form (including e-cigarettes and vapor products) on WVU property.
- / The rule expands the prohibitions set forth in the prior **tobacco-free campus policy** and is inclusive of **WVU's Morgantown campus** and the University's divisional campuses (**WVU Institute of Technology** and **WVU Potomac State College**).



TOBACCO- AND SMOKE-FREE CAMPUS

Compliance and Enforcement

- / WVU is committed to promoting a culture of voluntary compliance within our campus community.
 - / **Students** who violate the rule will be subject to Student Conduct proceedings and sanctions as outlined in the **Student Conduct Code** for each campus.
 - / **Faculty and staff** who violate the rule will be subject to appropriate disciplinary proceedings, as permitted by law, and which may have a negative impact on performance evaluations in accordance with **WVU BOG Talent and Culture Rule 3.8** and **BOG Faculty Rule 4.2**.
 - / **Visitors** who do not comply with the rule will be asked to leave campus, which if ignored, may result in additional sanctions.
 - / **Employees of vendors or contractors** will be reported to their employer for appropriate remedial action.

TOBACCO- AND SMOKE-FREE CAMPUS

Compliance and Enforcement

SMOKER / AFFILIATION	FIRST OFFENSE	SECOND OFFENSE	THIRD OFFENSE
FACULTY / STAFF	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation. / Notify Talent and Culture or Office of the Provost .	/ Issue Notice of Policy Violation. / Notify Talent and Culture or Office of the Provost . / Tobacco Cessation Opportunity: Yes =Void Violations. No =Determine Next Step.
STUDENT	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation. / Notify Office of Student Conduct .	/ Issue Notice of Policy Violation. / Notify Office of Student Conduct and WellWVU . / Tobacco Cessation Opportunity: Yes =Void Violations. No =Determine Next Step.
VISITOR	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation. / Standard University Police Department Protocol.	/ Issue Notice of Policy Violation. / Standard University Police Department Protocol.
VENDOR	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation. / Standard Procurement Contracting and Payment Services Protocol.	/ Issue Notice of Policy Violation. / Standard Procurement Contracting and Payment Services Protocol.

TOBACCO- AND SMOKE-FREE CAMPUS

Compliance and Enforcement

- / WVU is hiring a **compliance officer** to monitor the Morgantown campus.
- / Students, faculty and staff can **report violations** via a new website. Submissions will be handled with anonymity and help identify additional locations where the rule is violated.
- / In early fall, the University will launch a **Tobacco- and Smoke-Free Campus Ambassador** program for students in partnership with **WellWVU**. The program is designed to create greater awareness of the rule and promote wellness programs and cessation resources available to students, faculty and staff.

TOBACCO- AND SMOKE-FREE CAMPUS

Cessation Resources

/ **BREATHE WELL. LIVE WELL.**

This WVU Medicine six-week (one hour per session) smoking cessation program is led by a team consisting of a certified tobacco cessation counselor and a doctor of pharmacy. There is no cost to participate in the program. For more information, call WVU's Cancer Prevention line at **304-293-2370**.

/ **WVU INSURANCE PLAN BENEFITS AVAILABLE TO FACULTY AND STAFF**

For WVU benefits-eligible employees, cessation services are available through insurance plans:

- / **PEIA PPB Plans A, B and D** provide benefits for participants who wish to quit smoking or using smokeless tobacco products. For more information, call **888-680-7342**, email peia.help@wv.gov or visit peia.wv.gov/wellness_tools/Pages/Tobacco-Cessation-Program.aspx.
- / **The Health Plan** offers members smoking cessation classes to help you stop smoking, rubbing or chewing. Coverage for smoking cessation classes is free for most members. Coverage for self-funded members may vary. For more information, visit healthplan.org/for-you-and-family/health-wellness/core-wellness.

TOBACCO- AND SMOKE-FREE CAMPUS

Cessation Resources

/ WVU HEALTH INSURANCE BENEFITS AVAILABLE TO STUDENTS

WVU students covered under Aetna Student Health Insurance are provided “use of tobacco products counseling office visits,” which are covered at 100% of the negotiated charge per visit. No copayment or policy-year deductible applies. For more information, call **866-654-2338** or visit aetnastudenthealth.com/schools/wvu/pdbs1819.pdf.

/ WEST VIRGINIA TOBACCO QUITLINE

Some West Virginians are eligible to receive free phone coaching services and free nicotine replacement products through the West Virginia Tobacco QuitLine. For more information, call **877-966-8784** or visit dhhr.wv.gov/wvntp/cessation/quitline/pages/default.aspx.

/ NATIONAL CANCER INSTITUTE

The National Cancer Institute also operates a QuitLine, which is open to anyone who calls. QuitLine is free and anonymous and provides smoking cessation counseling. For more information, call **877-448-7848** or visit smokefree.gov/tools-tips/apps.

Visit tobaccoandsmokefree.wvu.edu to learn more.

TOBACCO- AND SMOKE-FREE CAMPUS

Communications Timeline

- / **JUNE 10**
Update door signage.
- / **JULY 10-23**
Meet with key constituent groups.
- / **JULY 22**
Launch [Tobacco- and Smoke-Free Campus](#) website.
- / **JULY 23**
Message to ELT and Deans.
- / **JULY 24**
Message and talking points to supervisors.

TOBACCO- AND SMOKE-FREE CAMPUS

Communications Timeline

/ **JULY 25**

HTML email to all WVU faculty and staff / ENews / UNews feature / systemwide InfoStation campaign begins / social campaign launches.

/ **AUGUST 15**

International NSO messaging / distribute “quit kits” / cessation resource cards.

/ **AUGUST 16**

NSO messaging / distribute “quit kits” / distribute cessation resource cards.

/ **AUGUST 17**

Distribute cessation resource cards at “I Survived Move-In” parent reception and residence hall floor meetings.

/ **AUGUST 18**

Distribute cessation resource cards at Mountaineer MovieFest and Student Org Fair.

TOBACCO- AND SMOKE-FREE CAMPUS

Communications Timeline

/ **AUGUST 19**

Inside WVU Today feature.
Messaging shared at “Get Connected to WVU” events.

/ **AUGUST 20**

Distribute “quit kits” and cessation resource cards at FoodFest and FallFest.

/ **AUGUST 26**

Reminder email message to all WVU students.

/ **AUGUST 30**

PSA prior to first home football game reminding attendees that vaping (in addition to smoking) is confined to designated smoking areas.

/ **SEPTEMBER**


Host a series of Campus Conversations in Morgantown, Beckley and Keyser.

TOBACCO- AND SMOKE-FREE CAMPUS

Promotional Material



CESSATION RESOURCES



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PEIA PPB Plans A, B and D provide benefits for participants who wish to quit smoking or using smokeless tobacco products. For more information, call 888-680-7342 or email peia.help@wvu.gov.
The Health Plan offers members smoking cessation classes to help you stop smoking, rubbing or chewing. Coverage for smoking cessation classes is free for most members. Coverage for self-funded members may vary.
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WVU students covered under Aetna Student Health Insurance are provided "use of tobacco products counseling office visits," which are covered at 100% of the negotiated charge per visit. No copayment or policy-year deductible applies. For more information, call 866-664-2338.
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Visit tobaccoandsmokefree.wvu.edu for more information on these and additional cessation resources.

WVU is an EEO/AAE/ADA Employer - Minorities/Female/Disability/Veteran



QUESTIONS?