

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.







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 tobaccofree 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).



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.

Compliance and Enforcement

SMOKER / AFFILIATION	FIRST OFFENSE	SECOND OFFENSE	THIRD OFFENSE
FACULTY / STAFF	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation.
		/ Notify Talent and Culture or Office of the Provost.	/ 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.	/ Issue Notice of Policy Violation.
		/ Notify Office of Student Conduct.	/ 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.	/ Issue Notice of Policy Violation.
		/ Standard University Police Department Protocol.	/ Standard University Police Department Protocol.
VENDOR	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation.	/ Issue Notice of Policy Violation.
		/ Standard Procurement Contracting and Payment Services Protocol.	/ Standard Procurement Contracting and Payment Services Protocol.

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.

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.

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/wvdtp/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.

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.

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.

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.

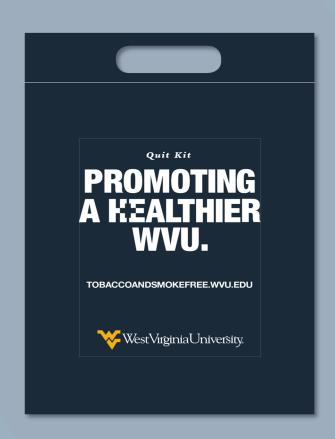
/ AUGUST 30

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.

Promotional Material







QUESTIONS?