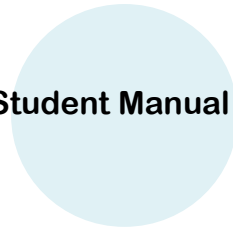


**Student Manual**



**2008-2009**

**Includes:**

**SMASH History**

**SMASH Goals**

**SMASH Event Planning**

**Helpful facts**

**Information about tobacco-free environments**



This manual was first compiled and printed in March of 2008 by Allison Wilson, GA SMASH Advisor and Health Promotion Specialist for CASE.

This manual serves as a resource for people interested in understanding more about the dangers of secondhand smoke and the benefits of tobacco-free environments specific to the Missouri State University Campus.

All material is to be used solely for peer educational purposes. Any use of this manual in any other way or for profit is subject to punishment by law.

If you would like more information about tobacco-free environments, the dangers of secondhand smoke, or smoking cessation please contact:

Ozarks Public Health Institute  
901 S. National  
Springfield, MO 65897  
417.836.5082  
[ophi@missouristate.edu](mailto:ophi@missouristate.edu)

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## SMASH History

### How it Started

Campus-Community Alliances for Smoke-Free Environments (CASE) was funded with a Tobacco Prevention and Cessation Initiative Grant provided by the **Missouri Foundation for Health**. This grant is what helped get SMASH started in 2007.



### Who is CASE?

CASE is a group of experts working to improve the health of Missourians by reducing secondhand smoke. Their goals are as follows (taken from their website [www.casemo.org](http://www.casemo.org)):

Decrease the percentage of adults who work indoors and are exposed to tobacco smoke in their work area from 17.7% to 8% prior to 2009.

Increase the percentage of current adult smokers who use some form of medication to help them stop smoking for one day or longer during the past 12 months from 8.4% to 14% prior to 2009.

Increase the percentage of current adult smokers who seek assistance for quitting through classes or counseling from 2.8% to 10% prior to 2009.

Increase the percentage of adult smokers who quit for one day or longer during the past 12 months from 50% to 66% prior to 2009.

Increase the percentage of adult smokers who are planning to stop smoking within the next 30 days from 26.1% to 35% prior to 2009.

**Student  
Groups**



MOSO	Lincoln
MSU	UMC
MIST (UMR)	Truman
SEMO	
UMSL	

Did you know that CASE helped fund and start 8 student groups all working for smoke-free environments on their campuses across Missouri?



### SMASH Goal #1

To serve as a resource for anyone working to reduce tobacco use and exposure

*Taylor Health & Wellness Center on the MSU Campus offers free cessation counseling*



### SMASH Goal #2

To educate our peers about the hazards of secondhand smoke

*Smoke filled rooms can have up to 6 times the air pollution of a busy highway*



### SMASH Goal #3

To promote clean smoke-free air

*Tobacco free public areas are becoming the norm not only in the US but around the world*



### SMASH Goal #4

To get others on our campus and in our community aware of and involved in this issue and to work towards a tobacco free campus

*"There is no risk-free level of exposure to secondhand smoke"  
-Surgeon General*

**Factoid #1** Nearly half (48%) of students ages 13-15 worldwide who have never smoked are exposed to secondhand smoke at places other than the home

**Factoid #2** Secondhand smoke causes 3,000 deaths from lung cancer and up to 62,000 deaths from heart disease each year

**Factoid #3** If you graduate this year and are looking for a job, did you know that 64% of workplaces nationwide are smoke-free?  
*www.no-smoke.org*

**Factoid #4** Waiters and waitresses have almost twice the risk of lung cancer due to involuntary exposure to secondhand smoke

**Factoid #5** Of restaurants that have gone smoke-free, 62% report greater customer satisfaction and fewer complaints

**Factoid #6** Dogs in smoking households have 60% greater risk of lung cancer.  
*American Journal of Epidemiology*

**Factoid #7** Philip Morris Tobacco Company said, "Today's teenager is tomorrow's potential regular customer." *Don't get sucked in!*  
*www.tobaccofreekids.org*

**Factoid #8** To avoid secondhand smoke outdoors, you would have to be 12 feet away from a smoker or up to 20 feet away from 2 or more smokers – virtually impossible to do on campus!  
*www.tobaccasmoke.org*

**Factoid #9** If you've been in a smoky place for 2 hours, you've inhaled enough secondhand smoke to equal 4 cigarettes. *www.cancer.org*

**Factoid #10** A comprehensive smoke-free ordinance in Monroe County, Ind., reduced hospital admissions for heart attacks among non-smokers with no history of heart disease by 70%

**Factoid #11** Smoke-filled rooms can have up to 6 times the air pollution of a busy highway

**Factoid #12** Of Missouri households, 64% reported smoke-free homes in 2003, while 10 years earlier only 35% did

**Factoid #13** Out of 7 universities surveyed in Missouri, if all things were equal, 85.5% of all students would prefer to kiss a non-smoker. (87.5% of students at MSU!)

**Factoid #14** Tobacco companies spend more than \$423 million/yr on marketing in MO - 2,000 times more than what MO spends on tobacco prevention.  
*www.tobaccofreekids.org*

**Factoid #15** 68.7% of MSU students that smoke want to quit – Taylor offers free cessation programs and there is free phone counseling from the MOQuitline.  
*Taylor - 417.836.4000 MO Quitline - 1.800.QUIT.NOW*

**Factoid #16** 92.6% of Missourians think that secondhand smoke is harmful and 87.2% think employers should protect employees with smoke-free policies  
*www.dhss.mo.gov*

## Why Tobacco Free?

Many people ask why the campus should be completely tobacco-free and not just have designated smoking areas or smoke shacks. The reasons why tobacco-free is best are as follows:

1. In his 2006 report, the Surgeon General has said that “no risk-free level of exposure to secondhand smoke exists”\*
2. “Tobacco-free campus policy supports health for students, employees and visitors by reducing their exposure to the health hazards of secondhand smoke.”\*\*\*
2. Studies have shown that separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposure of nonsmokers to secondhand smoke.\*
3. To avoid secondhand smoke outdoors, you would have to be 12 feet away from a smoker or up to 20 feet away from 2 or more smokers – virtually impossible to do on campus!\*\*
4. “A tobacco-free campus prevents youth and young adults from initiating tobacco use.”\*\*\* A tobacco-free campus encourages people to decrease tobacco use and helps people quit smoking and live healthier lives, both for students and employees. Because of this, students have more success, less students begin smoking when coming to college, our campus can be promoted to prospective students as a healthier campus, and the university will save money on health insurance costs for its employees.
5. A consideration specific to Missouri State is Greenwood Lab School on our campus - a tobacco-free campus would send a positive message to the students as well as keep them from having access to smoking
6. Smoke shacks or outdoor smoking still encourages people to continue to smoke, also compliance with designated smoking areas is usually low
7. Being smoke-free in public places is supported by the majority of the population - 64% of workplaces nationwide are smoke-free
8. Entire states and even countries are going tobacco-free\*\*\*
8. To view a current list of campuses with 100% tobacco-free policy  
[www.lungoregon.org/tobacco/pdf\\_word\\_doc/TobaccoFree\\_Colleges\\_and\\_Universities\\_100.pdf](http://www.lungoregon.org/tobacco/pdf_word_doc/TobaccoFree_Colleges_and_Universities_100.pdf)  
To view a list of 250+ campuses with strong smoke-free policies  
<http://www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf>  
*this list includes those colleges and universities with either smoke-free residential housing or with entirely smoke-free campuses*

Note: For definition, MSU prefers tobacco-free as it refers to both smoke and smokeless tobacco.

\*<http://www.cdc.gov/Features/SecondhandSmoke/>

\*\*[www.tobaccosmoke.org](http://www.tobaccosmoke.org)

\*\*\*[http://www.lungoregon.org/tobacco/college\\_why\\_tobacco\\_free.html#tf4](http://www.lungoregon.org/tobacco/college_why_tobacco_free.html#tf4)

\*\*\*\*<http://no-smoke.org/goingsmokefree.php?id=519>

## **Missouri State University Tobacco Use Policy:** *as of 3/10/08*

The University recognizes that tobacco smoke is a hazard to the health of the University community. To protect the health of the University community, the University designates all buildings as smoke-free. Smoking at outdoor events on campus is restricted to designated areas. Smoking in vehicles owned or leased by the University is prohibited.

To the extent possible, the University will provide access to cessation programs to help those who presently use tobacco products and desire to quit. The success of this policy depends on the thoughtfulness, consideration, and cooperation of smokers and nonsmokers. The University community shares in the responsibility for adhering to and enforcing this policy.

Because of the harmful consequences of tobacco use, both active and passive, the University has adopted the following policies:

- Smoking is prohibited in University buildings including offices and hallways, and in the outside areas surrounding fresh air intakes. This policy applies to all University buildings on and off campus.
- The director of The Alumni Center shall be responsible for establishing a smoking policy for that area.
- Smoking is prohibited in vehicles leased or owned by the University.
- Smoking at outdoor events (specifically including those in the stadium) is restricted to designated areas
- The use of smokeless tobacco is prohibited in all locations on campus.

Visitors to Missouri State University are included under this policy as temporary members of the University community.

*\*Taken from <http://www.missouristate.edu/ais/tobacco.htm>*



## Event Planning 101

1. Plan 1 SMASH led event a semester to creatively increase awareness and education on campus about secondhand smoke
2. Partner with other organization events on campus to increase networks and support (for example, Relay for Life, CCOE, SAC co-sponsorship)
3. Events are often best done within the first 2 months of the semester
4. Choose an event that has a target audience in mind, sends a clear message for that audience, is well organized, and has a good volunteer base
5. To reserve an event space, check Conference Services online calendar
6. Once you have picked a place and date, you can reserve it through Conference Services. They can also provide additional equipment or food.
7. To co-sponsor an event with SAC, you will fill out an application and meet with the committee (in advance if possible as you have a better chance of co-sponsorship!) This is a great way to partner with SAC and get funds.
8. Good education and training of volunteers is a must!



## SMASH Events from 2007—2008

### Things we've learned:

- T-shirts are the most popular
  - Try to get some form of education to the attendees
  - Be sure volunteers & attendees know the purpose of SMASH & the event
  - Always be willing to listen to opinions and then respond in an appropriate, educated way that reflects the purpose of SMASH & CASE
1. Healthy Stress Relief Fair - an outdoor fair to kick-off our *Clean Air for Bears!* Campaign. Provided healthy stress relief for students including massages, bounce houses, and information from various community organizations.
  2. Thank You for Smoking movie showing (with SAC) - a 2 night showing with free popcorn was a way to raise awareness about the tobacco industry
  3. KISS ME Campaign - A way to promote that non-smokers are sexy with the theme of "Just for the health of it." Used a stat from the PIP '07 survey that *If all things were equal, 87.5% of MSU students would prefer to kiss a non-smoker.*

## Marketing/Advertising

1. Advertise with dining hall table-tops (email Shelly Duran for approval), fliers around campus, fliers to Residence Life (campus mail), fliers to SAC mailboxes, Ads in the Standard (\$), present at Open Forum @ SGA on Tuesdays, sidewalk chalk
2. Send out a press release to all major ad agencies - see "Handling the Press" for more info, have a press kit ready to give
3. Get creative! Wear shirts, get costumes, advertise on your floor...
4. See [casemo.org](http://casemo.org) for sample ads & designing ad templates as well as marketing strategies & tips



## Meetings & Minutes

1. Meetings are best held weekly
2. There is no charge to reserve a room for mtgs
3. Send 1 email a week to the entire group to remind them of the next mtg and give last week's minutes
4. SMASH has a spreadsheet of members who want weekly emails, event-only emails, or those who just signed the petition and are only contacted in case of a need for support for a policy change
5. Missouri State SMASH Facebook should also be updated often with photos and info

## Networking

1. It is important to stay connected with other organizations interested as well as try to recruit new organization partnerships.
2. SMASH has worked hard in 2007-2008 to educate the students and gauge the campus' opinion, we hope to start moving towards approaching faculty.
3. SGA would be an excellent resource in this, as well as Student Affairs.
4. The Faculty Council is also a way to voice student concerns - there should be an undergraduate and a graduate student representative for each council. Try to find out who they are and how we can express our goals to the councils to see where they stand on the clean air campus issue.
5. Sheila Bowman is the Wellness Coordinator for MSU employees and could be an advocate.
6. breathe easy Springfield is the community coalition working on clean air in Spfd
7. Jerilyn Reed is the PIP (Partners in Prevention) Coordinator for MSU and cessation counselor at Taylor Health & Wellness-we currently have some posters with our info @ Taylor





## Answering the Hard Questions

### Are you against smokers?

No, we are not against smokers. We believe they can choose to smoke, although we don't think it's healthy. It's when their choice to smoke in a place that affects others' health is what we oppose. They shouldn't be able to make others sick.



### Why don't smokers have the right to smoke on campus/in public places?

This is a health issue, not a rights issue. The Surgeon General in his 2006 report said that “there is no risk-free level of exposure to secondhand smoke” and so we are trying to protect the health of people from secondhand smoke.

### Do you want to ban smoking on campus?

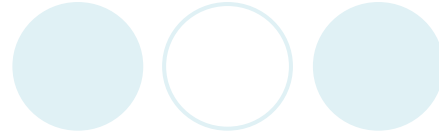
Our goal is first to educate our peers on what secondhand smoke is and the health hazards from it. We want to gain support to reduce secondhand smoke exposure on campus. We feel like we have to have student support and initiative to approach the administration with this issue. We would like to strengthen our current policy and have more compliance and respect for it – we would like to work toward a tobacco free campus, as the benefits of having a tobacco free campus are numerous (please see previous section on page 8).

### Isn't smoking just like other health issues?

While we recognize that other health issues deserve attention, smoking has a quality that others don't—the ability to hurt people that don't participate in smoking. Non-smokers can have their health compromised by being exposed to secondhand smoke.

### Are you going to try to make everyone quit smoking?

We do offer resources for quitting smoking, but ultimately the choice is up to the individual. A policy change on campus would encourage more people to quit smoking—and research shows most people who smoke want to quit. We also promote the health benefits and the popularity of being a non-smoker to combat the tobacco industry's direct marketing to youth.



## Handling the Press/Public Speaking

### Handling a Media Interview:

Properly brief journalists

Make sure your group has a common message

Get the facts straight

Decide your key messages

Don't talk jargon

Practice awkward questions

Have a case study or human interest angle to support your message

Don't always use the same person for all media interviews

Have a Press Kit ready to give them

### Public Speaking tips:

Know the setting

Know your audience

Know your material

Stay relaxed

Don't make any apologies



Focus on your message

Smile and take deep breaths—you'll do great!

### Difficult Interview Questions:

Ask for questions or story context in advance

Prepare key messages and stick to them

Don't let an interviewer put words in your mouth. If confronted by an off the track question simply say: "I'm not here to talk about that issue but I would like to talk about this..." and bring it back around to the subject you want to talk about.

### Writing a Press Release:

**FOR IMMEDIATE RELEASE:** These words should appear in capital letters in the upper left-hand margin, under the letterhead (SMASH logo).

**Contact Information:** The name, title, telephone and fax numbers of the organization's spokesperson should appear a line or two after the release statement right margin aligned.

**Headline:** It should appear in boldface type, centered, two lines after the contact information.

**Dateline:** This should include the city where the press release is issued and the date it will be mailed.

**Lead Paragraph:** The first paragraph needs to grasp the reader's attention and should contain the relevant information to the message, such as the five W's (who, what, when, where, why)

**Text:** This is the main body of the press release, where the message should be fully elaborated.

Please contact your SMASH President for more detailed information on the member toolkit part of the [www.casemo.org](http://www.casemo.org) website for sample documents of all press related materials



## Tobacco + Environment

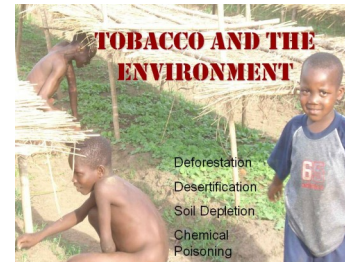
Multinational tobacco companies have expanded their growing operations overseas in developing countries around the world. With this expansion has come an increase in environmental destruction and social injustice.

**Deforestation:** Nearly 500,000 acres are lost each year due to the tobacco industry's need for wood during the drying process. An example is in South Africa, 12% of the annual deforestation is from wood cut to cure tobacco.

**Reforestation:** Unfortunately, most reforestation programs set up by the tobacco industry cause more problems for the environment. Typically, eucalyptus trees are planted to replace the indigenous trees removed. Eucalyptus trees take up to 10 years to develop a mature root system. Eucalyptus trees are not good for arid environments (where much of tobacco is grown) as they remove water from other crops and the water table.

**Desertification:** Tobacco is a "hungry" plant which depletes soil nutrients much faster than other crops – for example tobacco consumes 2.5 nitrogen, 7 times phosphorus, 8 times the potassium as maize.

**Pesticides:** Tobacco requires several



ap-  
plications of pesticides to grow a commercial crop. In the first three months of growth, pesticides should be applied 16 times. These applications are very dangerous, and most workers cannot afford to buy protective clothing and are constantly exposed to pesticides. Pesticides also contribute to poisoning of the water supply.

**Litter:** Annually worldwide, about 4.5 trillion cigarettes are smoked and disposed of. In a 90 country litter cleanup, cigarette litter was the leading item among the 6 million items collected.

**Fire Dangers:** Globally, cigarettes are responsible for about 1 million fires per year. In the U.S., about 100,000 fires result from cigarettes each year which costs 6.95 billion dollars.

China, India, Brazil, U.S., & Turkey produce 2/3 of the world's tobacco. The U.S. imports 15,064 million tons of cigarettes but exports 190,538 million tons annually.

## Tobacco + Human Rights

Here is a following story from a girl overseas:

*My sister is ten years old. Every morning at seven she goes to the bonded labor man, and every night at nine she comes home. He treats her badly; he hits her if he thinks she is working slowly or if she talks to the other children, he yells at her, he comes looking for her if she is sick and cannot go to work. I feel this is very difficult for her. I don't care about school or playing. I don't care about any of that. All I want is to bring my sister home from the bonded labor man. For \$17.20 US I can bring her home - that is our only chance to get her back. But we can't pay \$17.20, we will never have that money.*

**Children:** children ages 5-14 are especially useful in tobacco production, particularly for weeding and sewing tobacco leaves together. They are also especially useful for rolling bidis, usually 1,500 a day. Not only is it inhumane for them to work so much at this young age, they are exposed to pesticides, often contract green tobacco sickness, unable to go to school, suffer depression, and are unable to get out of the cycle of poverty and bonded slavery.

**Tobacco farmers:** There are millions of tobacco farmers worldwide. The tobacco industry convinces farmers to start farming tobacco instead of other crops, and loans them money to get started. However, the loans have high interest and are impossible to pay back so the cycle of debt and poverty continues while the tobacco is grown for a considerably low cost to the tobacco company

**Marketing:** Tougher tobacco laws in the U.S. are causing tobacco companies to market more overseas. From '92-'06 tobacco international sales have risen from 400 to 800 billion cigarettes. "The average life expectancy here is about 40 years, infant mortality is high: the health problems which some say are caused by cigarettes just won't figure as a problem here." Rothmans Rep, Burkina Faso This could translate as – "They die young anyways, so it doesn't matter if we sell cigarettes to them."

And if they don't die, they stay poor. An average Vietnamese man makes \$300/yr, and spends \$40 of it on cigarettes, because cigarettes are seen as a "luxury."

<http://www.who.int/tobacco/en/>  
<http://www.tobaccofreecenter.org/>  
[www.cap-at.org](http://www.cap-at.org)

*Global Tobacco Guidebook: Ideas for Campus Action*



## Officer Positions and Duties

### President

- Represent Organization
- Preside at the weekly meetings
- Oversee events, volunteer training
- Make final decisions as needed
- Give overall direction of SMASH



### Vice President

- Assume duties of President in his/her absence, assist President as needed
- Coordinate membership outreach and induction into organization
- Provide communication to members and weekly emails if needed

### Secretary

- Prepare and distribute the minutes from meetings
- Maintain records of meetings and activities
- Maintain SMASH Facebook page and send weekly emails if needed

### Treasurer

- Receive funds and pay out as ordered, manage budget to last throughout the yr
- Keep up-to-date excel spreadsheet records of expenditures

### Campaign Director—Event Planning

- In charge of planning semester events from ideas generated at SMASH mtgs
- Coordinate logistics, resources, and student volunteers
- Relationship building and partnering with other organizations on and off campus

### Campaign Director—Advertising and Marketing

- In charge of advertising and marketing both SMASH and for SMASH events
- Contact various advertising avenues and marketing resources
- Lead SMASH members in creating and placing advertisements

### SMASH Senator (2 positions)

- Represent SMASH goals and events at SGA meetings and other Student Body activities or campaigns, work with others and SMASH towards a better policy

## Helpful Websites

### Secondhand Smoke/Tobacco

[http://www.cdc.gov/tobacco/basic\\_information/index.htm](http://www.cdc.gov/tobacco/basic_information/index.htm)

<http://www.no-smoke.org/>

<http://www.jeliowa.org/start>

<http://www.thetruth.com/>

<http://www.breatheasymo.org/>

### Smoke-free Lists, Maps, Data

<http://no-smoke.org/goingsmokefree.php?id=519>

<http://www.no-smoke.org/document.php?id=249>

### State Tobacco Settlement

<http://www.tobaccofreekids.org/reports/settlements/>

### Marketing/Advertising

<http://www.tobaccofreecatalog.org>

<http://www.tobaccofreeu.org/store/>

<http://www.smokefreevcu.org/posters.html>

<http://www.youtube.com>

<http://www.cancerno9.com/>



<http://bestpicsaround.com/pic-974-Smoking-Kills>

### Events

<http://www.kickbuttsday.org/>

<http://mom2008.missouri.edu/#>

<http://www.msurelay.com>

<http://www.who.int/tobacco/wntd/2008/en/index.html>

### Smoke-free Help

<http://www.goingsmokefree.org/>

[http://www.lungoregon.org/tobacco/college\\_why\\_tobacco\\_free.html#tf4](http://www.lungoregon.org/tobacco/college_why_tobacco_free.html#tf4)

[www.otc.edu/about/tobaccofree.php](http://www.otc.edu/about/tobaccofree.php)

<http://www.casemo.org>

### General Public Health Info

<http://www.cdc.gov/>

<http://www.who.int/>

<http://www.springfieldmogov.org/health/>

<http://www.dhss.mo.gov/>

[cancer.org](http://cancer.org) [lungusa.org](http://lungusa.org) [americanheart.org](http://americanheart.org)

### Pets, Movies

<http://www.smokefreesociety.org/NewsClip/Pets-1.html>

<http://www.scenesmoking.org/frame.htm> <http://smokefreemovies.ucsf.edu/>

### Cessation Resources free for students:

1.800.MOQUITLINE or Taylor Health

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## Notes

**SMASH**  
**Clean Air for Bears!**

### **Student Manual**

SMASH at Missouri State U  
Ozarks Public Health Institute  
901 S National  
Springfield, MO 65897  
Phone: 417-836-5000  
Check SMASH out on Facebook!  
E-mail: [smash@missouristate.edu](mailto:smash@missouristate.edu)