

New York State Department of Health

Year 4 Performance Incentive Initiative: Required Documentation Cover Sheet

PHAB Measure:

4.2.1 A: Engagement with the community about policies and/or strategies that will promote the public's health

Submitter:

- Tompkins County

Required Documentation:

- RD1: Engagement of members of the specific community or group that will be affected by a policy and/or strategy to promote the public's health

Narrative:

- Email with Ithaca College Colleges Against Cancer members, dated Nov. 2015
- Email with IC student Tim Connors RE working towards a tobacco-free campus
- *The Ithacan* newspaper, 5/4/16. "College SGA passes five bills at final meeting"
- *The Ithacan* newspaper, 10/6/16. "Up in the air: Students consider smoke-free policy on campus"

Collectively the documents achieve the required documentation,

Tobacco use is a leading cause of chronic disease, and the Tompkins County Health Department (TCHD) is engaged with students at Ithaca College (IC) in efforts to develop and implement a policy that would establish a tobacco-free campus. IC students will be impacted by adoption or failure to adopt a tobacco-free policy, and work with students guided development of a resolution for a tobacco-free campus that was initially voted down by the Student Government Association (SGA). Based on input from students and SGA members, a revised resolution was ultimately passed by the SGA.

The documents provided are email correspondences with students from the IC "Colleges Against Cancer" group related to holding meetings with the students to discuss a policy, and newspaper articles published 5/4/16 about deliberations on the resolution (referred to in the articles as a Bill), and 10/6/16 citing TCHD engagement with the IC community.

4.2.1 A, RD1: Email with Ithaca College Colleges Against Cancer members, dated Nov. 2015

IC/ Colleges Against Cancer meeting

Subject: Re: Greetings from Carli! Ithaca college

From: Carli Rumstein (carlirumstein@aol.com)

To: Ted Schiele (TSCHIELE@tompkins-co.org)

Date received: Mon Nov 02 2015 21:23:00 GMT-0500 (Eastern Standard Time)

Hey again Ted,

That sounds wonderful. Thank you so much for lending part of your evening to us! I will make sure I am there a bit earlier as well so we can chat more, but yes we usually do table in the campus center for GASO and wear the lung suits. We would love to hear more though. We have not yet brainstormed about this yet because we just finished our breast cancer awareness event. However, I think this will be a great way to get everyone passionate about the idea.

Warm wishes,
Carli

> On Nov 2, 2015, at 10:28 AM, Ted Schiele <TSCHIELE@tompkins-co.org> wrote:

>

> Carli

>

> I do know where Friends Hall is, so I think I'm good with finding the room. I'll plan to get there 10-15 minutes early.

>

> I don't think I'll speak for more than 20-30 minutes, because what I really want to do is hear from you all. I have been working off and on for 7-8 years to get a group interested in working for a smoke-free IC campus, and that's what I want to talk about. As a leader in sports, recreation, public health, and PT, I think IC is well positioned to be a leader in smoke-free or tobacco-free college campuses. Do you think there will be an interest in this topic?

>

> Maybe we can also talk about Great American Smokeout, and if you are planning an activity for that day.

>

> My cell is 607-592-3275. I'll text your 631 number if I have any last minute questions or issues on Tuesday.

>

> I'm really looking forward to meeting all of you.

> /Ted

>

>

>

> >>> Carli Rumstein <carlirumstein@aol.com> 11/2/15 10:03 AM >>>

> Hi Ted!

>

> Are you familiar with Ithaca College? We meet in Friends hall room 207. (I can always meet you somewhere else on campus prior to show you where!)

>

> The amount of people usually varies. There will be at least 20 students, possibly more. Unfortunately it sometimes comes down to how much homework everyone has, but at least 20.

>

> Feel free to present for as long as you would like! Our meetings are usually 45 minutes to an hour. We usually let everyone go at 9 if that's any indication, but we have you as our agenda so please feel free to fill the time.

>

> Is there anything special you would like me to say when I introduce you to the group?

>

> Please let me know if you have any other questions!

>

> Warm wishes,

> Carli

>

> > On Nov 2, 2015, at 9:54 AM, Ted Schiele <TSCHIELE@tomkins-co.org> wrote:

> >

> > Hi Carli!

> >

> > Yes, I'm on for Tuesday night at 8! Thank you for inviting me.

> >

> > My questions:

> > 1) Where is your meeting being held?

> > 2) How many people is your general body?

> > 3) How long a presentation should I plan for?

> >

> > I'm not sure yet if I'll need the projector etc.

> >

> > Thanks

> > /Ted

> >

> >

> >

> >>> Carli Rumstein <carlirumstein@aol.com> 11/1/15 4:30 PM >>>

> > Hello Ted!

> >

> > I am the student from Ithaca college who is part of Colleges Against Cancer. Spencer Waldman gave me your information and said that you will be speaking to our general body this Tuesday night at 8:00? Please let me know if this is still all set with you and if you need any info. We are really excited to hear you speak! We have a projector and audio if you need. You can email me back or call at 631-707-5606.

> >

4.2.1 A, RD1: Email with IC student Tim Conners... See RD1 Pg. 4 & 7

From: Ted Schiele [mailto:TSCHIELE@tompkins-co.org]
Sent: Thursday, November 19, 2015 5:14 PM
To: Timothy Conners
Subject: RE: great American smoke out

Hi Tim

Just a quick email to say thank you again for meeting with me yesterday afternoon. I thought it was a good meeting and I'm feeling very optimistic.

Happy birthday to Lang! Talk to you soon.

/Ted

>>> "Timothy Conners" <tconners34@gmail.com> 11/16/15 10:25 AM >>>

As of right now I was thinking the campus center near the smoothie place and the information desk which I believe is the 2nd floor of Egbert Hall although Philips hall and Egbert are connected in the campus center so it is hard to tell sometimes. If one of the 3 lounges is available we could go in one of those and if not there are tables in that area where we could sit and discuss everything. Thanks again, Tim

From: Ted Schiele [mailto:TSCHIELE@tompkins-co.org]
Sent: Monday, November 16, 2015 9:54 AM
To: Timothy Conners
Subject: RE: great American smoke out

Hi Tim

Where do you want to meet? Where should I come to?

Yes, I have stickers that I can bring to you on Wednesday. Regarding information on e-cigarettes, I'll see what I have that would be easy to hand out. I have lots of info on e-cigs, but not sure what I have in hand-out format. Regarding information on hookahs, I don't have anything.

Let me know where I should come, and I'll see you on Wednesday at 5 pm.

Thanks

/Ted

>>> "Timothy Conners" <tconners34@gmail.com> 11/15/15 9:38 PM >>>

Sounds good and I'll see you Wednesday at 5 pm. In regards to materials such as information on Hookahs and e-cigarettes would you happen to have any we could use for GASO that you could bring when we meet? Also CAC was wondering if your group had things such as laptop stickers that were like tobacco free or non-smoking related that we could hand out when our group tables at our campus center Thursday? Don't worry if you don't because we are working through things on are end and I just thought I'd ask. Thanks and I am working on a list of questions so hopefully are meeting can be as productive as possible, Tim

From: Ted Schiele [mailto:TSCHIELE@tompkins-co.org]
Sent: Thursday, November 12, 2015 3:55 PM
To: Timothy Conners
Subject: RE: great American smoke out

Tim, 5 pm on Wednesday is a good time, so let's just plan for that. Wednesday Nov 18, 5-6 pm. Where do you want me to meet you?

/Ted

>>> "Timothy Conners" <tconners34@gmail.com> 11/12/15 3:35 PM >>>

I have class/meetings from 4 pm to 9 pm on Tuesday's so that doesn't work, but I can do 5 pm on Monday if that is easier or 5 pm – 6 pm on Wednesday if that is better too. Sorry for the busy schedule, Tim

From: Ted Schiele [mailto:TSCHIELE@tompkins-co.org]
Sent: Thursday, November 12, 2015 2:50 PM
To: Timothy Conners
Subject: RE: great American smoke out

Hi Tim

Monday evenings are difficult for me. Could you do Tuesday at 6 PM? If not I'll come on Monday.

/Ted

>>> "Timothy Conners" <tconners34@gmail.com> 11/10/15 10:58 PM >>>

Sorry, but this week is difficult for me to meet because I leave Friday to attend a retreat. I would love to get together if possible the following week to talk and I could invite others who are interested as well. I was thinking Monday at 6 pm if that works for you and I don't necessarily have a spot but there is always available areas to meet in campus center. Let me know if this works and if you have any more information send it my way. Also I wish I could do the call but I have class tomorrow during that time. Thanks, Tim

P.S. GASO is Thursday and I was trying to think of a good way to introduce the survey that some of my group members started online for smoke free IC and I wondered if you had any thoughts other than us just posting it out there for people to sign. Also Do paper signatures work better and I am not sure what the current format is so I am looking into that before it goes any further to make sure it is legit.

From: Ted Schiele [mailto:TSCHIELE@tompkins-co.org]
Sent: Monday, November 09, 2015 10:03 AM
To: Timothy Conners
Subject: Re: great American smoke out

Hi Tim

Thanks very much for your email. I am really excited that you are heading this campaign! Your passion, ideas, and insights will put a lot of power into the movement.

You are asking a lot of questions, and it may be that the best bet would be to meet with you. If you think that would be a good idea, I could come up to campus on Thursday afternoon, or just about anytime on Friday. Maybe others would be able to join a meeting as well.

You may recall that I mentioned a statewide conference call that you would be welcome to get on? It is this Wednesday, November 11, at 10:00 a.m. I'll give you all the information here. I will not be able to be on the call, which is a bummer. I'm going to read through your questions again and start pulling stuff together, so if we are not able to meet I can send it to you, and if we do meet I'll have the information ready.

Here is information for the conference call. Let me know if you will be able to get on the call.

New York State Colleges Tobacco-Free Initiative
Conducted by Michael Seserman, American Cancer Society, Albany, NY
Wednesday, November 11, 2015, from 10:00 to 11:30 a.m.
Call-in Number: 1-888-512-3142
Access Code: 609 147 26
Guest Speakers: 1. Bryan Weiss, SUNY Stony Brook
2. Cynthia Daniels, Lemoyne College

That's all for right now. Let me know if you have any questions. I am really looking forward to working with you!

Ted

Ted Schiele, M.S.
Tompkins County Health Department Health Promotion Program
Tobacco Free Tompkins
(607) 274-6712

>>> "Timothy Conners" <tconners34@gmail.com> 11/8/15 11:18 PM >>>

Dear Ted, this is Timothy Conners from Ithaca College. I was wondering if you could send me some information about tobacco products including specifically e-cigarettes and hookahs for us to use for the great American smoke out. Also I am going to start on heading the tobacco free IC campaign and was wondering what tips and assistance you could provide me with. My plan as of right now is to contact the president of SGA to work on getting a bill passed, I believe we have started a petition, and from there I am a little fuzzy in where I will take it.

My thoughts included getting sports teams involved by possibly talking to the athletic director of the college, getting other clubs involved by working through the head of all student organizations, and getting student departments involved such as environmental studies, sociology, public health, nutrition, and other departments in the schools of humanities and sciences and health science and human performance.

Let me know your thoughts and about what is the best way to disseminate information to students faculty, etc. on campus. Also instead of this being a November only thing we thought that the great American smoke out could be the kick off for our campaign. Some members in the group also thought about not taking the its unhealthy for you approach and about taking the what your money could be going towards and what the actual policies on campus are approach but I don't know how this will work if the goal is a tobacco product free campus.

Thanks and I can't wait to hear your insight and appreciate your assistance in something I am very passionate about and have pushed for already as an SGA member, Tim

4.2.1 A, RD1: The Ithacan newspaper, 5/4/16. "College SGA passes five bills..." See RD1 Pg. 9

THE ITHACAN

NEWS

Ithaca College SGA passes five bills at final meeting



Tim Connors, senator for the Class of 2017, proposed the Tobacco Free IC bill at the Student Government Association's May 2 meeting. The senate also passed four other bills at the meeting, marking the highest number of bills passed at a meeting this semester.

By Justin Henry — Staff Writer

Published: May 4, 2016

The Ithaca College Student Government Association Senate passed a wide-reaching set of five bills at its final meeting May 2, marking the highest number of bills passed at a meeting this semester.

At the May 2 meeting, the Senate passed two bills whose sponsors say are consistent with the SGA's efforts to reclaim environmental sustainability as an issue the college takes seriously. One bill would make the college campus tobacco-free, and the other bill would establish a fund for research and projects dedicated to "environmental betterment." The Senate passed three other bills — one to extend the Tompkins Consolidated Area Transit's Sunday hours, one to form a committee to inform the students of healthy food options in the dining halls and one that would form a committee tasked with negotiating the extension of Sodexo's Grab and Go hours.

Tim Conners, senator for the Class of 2017, proposed the Tobacco Free IC bill, which resolves to create a committee to eventually write a policy that bans the use of tobacco on the college campus by Jan. 1, 2018. The bill passed through the Senate on a 6–2 vote.

The bill was previously voted down at the April 4 meeting, when SGA members said the bill did not include assistance for smokers to quit and did not give clear parameters for enforcement of the policy. Conners responded to criticisms by revising the bill to include a clause that states the Hammond Health Center should provide counseling to help smokers quit. Additionally, he added a clause that states the policy's enforcement is contingent upon the entire campus community's participation.

“The idea is to create an environment on campus where basically it's kind of the cultural norm on campus that smoking isn't the thing to be doing,” Conners said. “Anyone in the community has the right to say, ‘You know, you're really not supposed to be smoking.’”

After the bill passed, Conners said he would speak with on-campus health care providers as well as staff and students during the remaining days in the current spring semester to solicit feedback on how to best draft a policy. At the beginning of the Fall 2016 semester, he said, he will start assembling a committee to draft the policy.

To continue the SGA's renewed support of initiatives to make the campus more environmentally conscious, SGA President Dominick Recchio proposed the Green Fund bill. The bill tasks the Committee on Environmental Betterment, established by a [bill passed at the April 18 meeting](#), to oversee a “green fund” to allocate money for environmental sustainability research initiatives and other projects in which interested campus community members would participate. The bill unanimously passed through the Senate.

Ben Tolles, a senior environmental studies major and a working group member, said the bill's sustainability initiatives to save water and other utilities could save the college money, which would then be reinvested in the green budget to fund more initiatives. The working group plans to bring these proposals to the Ithaca College Board of Trustees during the Fall 2016 semester.

“We want to ... show them sustainability can be an economic decision,” Tolles said. “It doesn't have to cost money. That's the kind of language trustees typically operate on because that's their job.”

<https://theithacan.org/life-culture/up-in-the-air-students-consider-smoke-free-policy-on-campus/>

**4.2.1 A, RD1: The Ithacan newspaper, 10/6/16. "Up in the air: Students consider..."
See RD1 Pg. 11 & 13**

THE ITHACAN

LIFE & CULTURE

Up in the air: Students consider smoke-free policy on campus

https://youtu.be/_zayXjbYWqU



By Silas White — Staff Writer

Published: October 6, 2016

Junior Lauren Kelly likes to take a smoke break during times of stress. As a film, photography, and visual arts major, Kelly said, she mostly smokes on sets as a stress relief and a social activity. She said she and about 10 of her friends tend to hang out and smoke together for the shared experience.

“If I’m hanging out with friends and they’re smoking, I’m going to smoke,” she said. “I feel like a lot of people get into smoking because it’s a social thing. You want to fit in, and you want to hang out with people, and if they’re smoking, you want to smoke.”

Meanwhile, anti-tobacco campaigns like “Truth” commercials are encouraging the millennial generation to “Be the generation that ends smoking.” Truth commercials typically feature electronic music and try to influence young adults not to smoke with ads like “left swipe dat,” where people who are smoking in their dating site profile pictures are rejected.

There are 1,713 smoke-free campuses across the United States as of Oct. 1, including SUNY Cortland, according to No-Smoke.org. Ithaca College may soon join the growing list of colleges around the nation that have decided to go smoke-free.

During the spring semester, Tim Conners, Student Governance Council senator for the Class of 2017, proposed a Tobacco Free IC bill, which would create a committee that would eventually write a policy banning the use of tobacco on the college’s campus. The bill passed through the SGC by a 6–2 vote. Conners said he hopes the policy will be in effect by Fall 2017.

Currently, smoking is only allowed in designated smoking areas on campus, such as the Academic Quad, the Textor Patio and the F-Lot parking median. These spaces are listed in the [Ithaca College Policy Manual](#), which can be found online. Smoking is banned in all indoor environments with the exception of when it is necessary during theatrical performances, and smoking is prohibited within 20 feet of the entrance or exit of any building. Conners said the school should push to be smoke-free to create a friendlier environment.

“I can be around people that smoke, but I prefer not to in a home environment like a dorm,” Conners said. “As I was talking with people more and more about it, they said, ‘Yeah, I hate walking out of this building and all you smell is smoke.’ It wasn’t just something I was concerned about. People were also sharing their problems.”

During the spring semester, seniors Alex Horner and Sethavatey Limsreng, along with Aniebietabasi Ekong ’16, designed a device called StopPack to help smokers quit in a chemical-free way. The StopPack is a case that holds a pack of cigarettes and records the number of times the user reaches for a cigarette in the corresponding smartphone app, which is still in development.

Limsreng said the app will have three different features: a tracking feature that tracks factors contributing to addiction such as how often a person smokes, where a person smokes, money spent and time spent; a section for goal-setting, where users can set personal goals for how much they would like

to smoke for a certain length of time; and a feature sponsored by Alcoholics Anonymous in which users can handpick their own support buddy, who will keep track of their progress.

The idea originated as a project for management instructor Brad Treat's course, Ideas into Action. Limsreng said that over the summer, the group was selected into the Rev Hardware Accelerator Program in downtown Ithaca, where it built the hardware for the prototype.

"I study relapse rate and whether those chemical methods work, and there is a 90 percent relapse rate," she said. "So you would use e-cigarettes, but then after a year, you would relapse. The idea behind this app is that addictions should be cut down bit by bit and not forced into it. The important part is to do it with support and love."

According to the Centers for Disease Control and Prevention, 36.4 percent of high school students identified as smokers in 1997, which then dropped to 23 percent in 2005. Currently, the proportion of smokers among high school students is at a record-low 9.3 percent. This translates into a decrease in the number of students who smoke in college. About 25.9 percent of students smoked in college in 2000, while only 14 percent of students currently smoke in college, according to the American College Health Association.

Connors, a cancer survivor, was left blind as a result of cancer reaching his optic nerves. Connors has an interest in working with students with disabilities, who, he said, are especially affected by cigarette smoking because they can only get into buildings through particular entrances and routes. This means that if smokers are crowded outside one of these entrances, it is unavoidable for students who have to travel that way.

Connors said people with service animals can be affected as well because the animals may sniff out or ingest cigarette butts, which is dangerous to their health.

"The rule is that you have to be so far away from the building, but the smoking depositories are right outside the building, so the message is blurred," Connors said.

Connors worked with Ted Schiele, tobacco control program coordinator from the Tompkins County Health Department, to draft the bill, which was rejected at first, reworked by Connors with help from Schiele, and then passed on May 2.

“In a lot of ways, we wanted to keep people in mind with this,” Connors said. “We want to create a path that does not victimize and does not undercut people. Addictions are serious things, so we want to be able to set people up with resources.”

Schiele has worked with the Tompkins County Health Department’s Health Promotion Program for about 16 years and is responsible for developing the T-Free zone signs that can be seen around Tompkins County. He said the Bureau of Tobacco Control’s overall goal is to reduce tobacco use among youth, reduce exposure to secondhand smoke and support current smokers who want to quit.

“The thing that we’ve been most successful with so far over the years is reduced exposure to secondhand smoke,” Schiele said.

Schiele said Tobacco Free Tompkins, a program that was launched by the county health department, began implementing T-Free zones about 10 years ago. As part of the program, the health department asked business owners to not allow people to smoke outside their doors. Schiele said he spoke with members of the Ithaca Common Council in 2007 about having The Commons become a smoke-free zone, which would eventually become a city ordinance in 2010. Schiele and Connors stressed the idea that smoke-free is not a new concept to the area.

“The presentation is that we are not discriminating against people,” Schiele said. “We are supporting people who prefer to be in a smoke-free situation. The first thing to do is to talk to people who feel hassled by the smoke-free zones and make a connection with them to let them know they’re not the villain.”

According to a web-based [survey](#) conducted by the Center for Health Promotion in the Office of Counseling and Wellness in 2015, 11 percent of students at Ithaca College identify as smokers. This is consistent with a survey conducted by *The Ithacan* in September, which found that 10.3 percent of the 174 students who took the survey identified as smokers. More than half of the respondents to this survey, 51.7 percent, said they believe

smoking should be banned on campus, and as many as 130 students gave written responses with their reasons for believing that smoking should be banned.

“I think that smoking on campus is not good for the overall appearance of IC,” one student wrote. “People leave their cigarettes around everywhere, and the smell is terrible.”

“I hate the smell of smoke,” another student wrote. “It’s really irritating to my lungs, so I don’t think we should have smoking on campus because people don’t follow the designated areas anyway.”

Kelly said she thinks people are generally more accepting of smoking on the college’s campus than on other campuses because it is a liberal arts school. However, she said she still takes into consideration those who don’t like the smell of cigarettes and tries to avoid smoking in crowded areas or bothering people with her cigarette smoke.

In response to the possible cigarette ban on campus, Kelly said she understands the motive of better student health and not submitting others to secondhand smoke, but feels people should be free to choose what they do with their bodies. She said the school should have increased signage for designated smoking areas instead.

“I feel like if [the smoking stations] are something that people are aware of, they will use it, but I don’t think people know where a lot of the smoking areas on campus are,” Kelly said.

Junior Sophia Wells also said she smokes for stress-related reasons in addition to using it for social activity.

“Peer pressure. Maybe your parents smoke and you saw it growing up, going through like problems and stuff — people might start smoking when shit gets hard or stressful,” Wells said. “Personally, I totally smoke more around finals.”

Bonnie Prunty, director of residential life and judicial affairs and assistant dean for First-Year Experiences, said there isn’t a problem with students’ smoking inside or too close to residence halls.

“If students are smoking outside the building closer than they’re supposed to, staff may ask them to move, but so could a random student or faculty member,” she said.

Prunty said for students and faculty who live and work at the college, a solution should be reached that can benefit both smokers and non-smokers.

“I’m not a smoker, but if I was right now, I could at least step out far away from the building and smoke,” she said. “If I was on a smoke-free campus, would I have to get in my car and drive off campus on my cigarette break?”

Changhee Chun, associate professor of media arts, sciences and studies, said that while he enjoys smoking on campus, he would comply with any changes in policy.

“If I can smoke occasionally on campus, that works for me, but if the majority support [a smoke-free campus], I would follow it,” he said. “Whatever the community decides is fine with me.”

However, Alexander Moon, assistant professor in the Department of Politics, said he would be fine with a ban because of a desire to quit himself but feels it may be heavy-handed.

“It seems incredibly paternalistic. I’m not sure why SGA has that right,” Moon said. “Maybe we should ban soda and potato chips, too.”

Wells said rules and regulations banning smoking may not be effective because students will do it anyway.

“People can try banning things,” she said. “I totally get the reason why a tobacco-free campus would be preferable, but you can’t really ban alcohol or weed or, now, tobacco. People will do it anyway. In general, people who smoke don’t like that they smoke. It’s not something they’re proud of.”

While a smoke-free campus could be difficult for current smokers to adapt to, Schiele said, the ultimate goal is to get smoking out of the social consciousness.

“It fits well into the young-adult concept of being different and trying out new things and fitting in with different social groups, but being addicted to nicotine is not healthy and it’s not fun,” Schiele said.