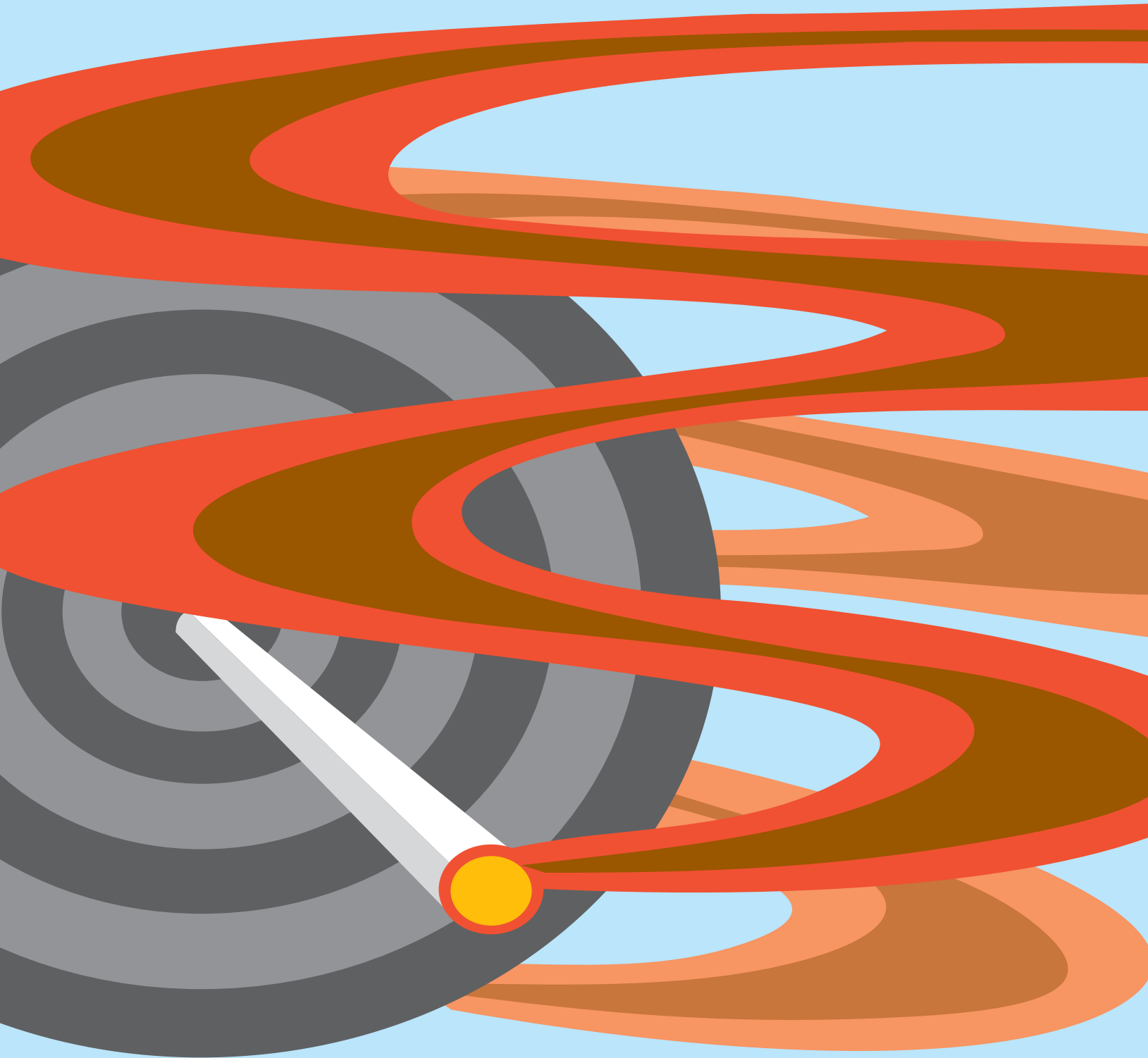


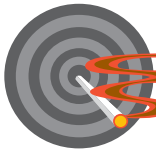
Is Your Campus a Target?



ESSENTIAL INFORMATION ABOUT TOBACCO MARKETING AND HEALTH POLICIES ON CAMPUS

YOUR STUDENTS ARE AT RISK...

- One quarter of Canadian university and college students smoke.
- Half of those who continue smoking will die from it.
- At current smoking rates, 10% of your students (and staff) will die from smoking unless they quit.



THE TOBACCO INDUSTRY IS TARGETING YOUR STUDENTS

Tobacco companies have a problem: their most loyal customers die from smoking:

The loss of younger adult males and teenagers is more important than anything else in the long term, drying up the supply of new smokers to replace the old.

RJR Tobacco Company Executive, 1982.

According to internal tobacco industry documents, young adulthood is a critical time in the life of a smoker, therefore, college and university students are particularly susceptible to tobacco marketing. In fact, as many as 10% of students try smoking for the first time at university.

ARE YOU TAKING MONEY FROM THE TOBACCO INDUSTRY?

The tobacco companies are targeting young adults and they are using student unions and universities to help them.

A national survey of Canadian colleges and universities in 2004 found that every university, and half of the colleges had accepted money to help market tobacco products. Do any of your campus stores display cigarettes? Make no mistake, retail displays are a highly effective form of marketing, for which tobacco companies pay over \$70 million to Canadian retailers each year.

Look Familiar?

Tobacco companies host "concerts" in campus bars to collect information from students, and use "cigarette girls" to promote smoking.



YOU'D LIKE TO HELP, BUT...

"STUDENTS ARE OLD ENOUGH TO DECIDE FOR THEMSELVES"

Yes, students have a right to choose whether or not to smoke, but their student council and administration should not be helping the industry to encourage them to smoke.

"TOBACCO MONEY IS IMPORTANT TO CAMPUS GROUPS"

In a recent survey of student executives, financial need was cited as the main reason for accepting money, particularly for retail displays. However, the money received from tobacco marketing is typically modest and financial needs must not be met at the expense of student health.

"WE DON'T HAVE THE TIME OR RESOURCES"

We can help. A list of six policies, endorsed by health authorities, are provided on the back page.

Need proof that a policy works? Want to talk with administrators who have introduced policies at other universities? Need help drafting policies? We have templates of policies that have been implemented at other universities and evidence of their effectiveness. Our contact information is on the back page—please tell us how we can help.

STUDENTS WILL LIKE YOU FOR IT, THE TOBACCO COMPANIES WON'T

Students support strong tobacco control policies. In 2003, over 90% of university students who were surveyed reported that their school should be prohibited from entering into contracts with the tobacco industry and promoting tobacco products anywhere on campus. And over 90% of students said that all buildings on campus should be smoke-free, including student housing, bars, and restaurants on campus.



"What can I do?"

SIX SIMPLE POLICIES FOR YOUR CAMPUS

More and more universities and colleges are passing health policies to limit tobacco use and to ensure that they are not helping to market tobacco products. In many cases, these policies are already required by municipal or provincial laws.

1 Protect students and workers from second-hand smoke.

If not already required by law, introduce comprehensive smoke-free policies in all indoor areas. This includes all student residences, campus bars, and other social settings.

2 Prohibit advertising and other tobacco company promotions.

The following should be explicitly prohibited:

- a) Ads in campus newspapers for tobacco company events
- b) Tobacco advertisements in student bars
- c) Events sponsored by tobacco companies

3 Remove tobacco promotions from campus stores.

If not already required by law, ban displays of cigarettes and signs behind or on the counter of the store.

4 Stop selling tobacco products on campus.

Tobacco products should not be sold on campus, including in the campus bar.

5 Prohibit investments in, and donations from, the tobacco industry.

6 Help students trying to quit.

Ensure that staff at Health Services follow clinical practice guidelines and have resources available for students and staff who are ready to quit.



Please contact us:

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