

Case Study Brief
Ozarks Technical Community College
Tobacco-Free in 2003

Ozarks Technical Community College —100% Tobacco-free

Located in Springfield, Missouri

Enrollment: 8,000 +

Type/Category: 100% Tobacco-free

Program and Background: Ozarks Technical Community College (OTC) became a 100% tobacco-free campus on August 1, 2003. The movement to make OTC tobacco-free began in the late 1990's, when the Board of Trustees adopted a resolution to implement a tobacco-free campus policy in 2003. The adoption of this policy was prompted by:

- An overall desire to create a safe and healthy environment for students
- The daily presence of secondary students on campus
- Debris littering the campus
- Smoky areas at building entrances
- Community efforts to eradicate tobacco use in public settings

OTC took a four-pronged approach to becoming a tobacco-free campus:

- Providing education and information to the campus community through strategically placed resource rooms
- Offering smoking cessation assistance to the campus community
- Forming a Tobacco-Free Advisory Committee to guide efforts on implementing the tobacco-free campus policy
- Planning seminars, discussion groups, and special events to gain the support of faculty and staff members

The Tobacco-Free Advisory Committee launched an awareness campaign to promote the policy throughout the campus and the broader community. The slogan "Tobacco-Free in '03" was printed on T-shirts and frisbees that were distributed to students and faculty at picnics and health fairs. Additionally, in January 2004 OTC created the Center of Excellence for Tobacco-Free Policy to provide tobacco-free resources and empowerment to local, state, and national institutions of higher education.

Results: The tobacco-free campus policy went into effect on August 1, 2003. For the first year, OTC Safety and Security Officers emphasized voluntary compliance and did not cite students for using tobacco products on campus. However, OTC entered the second phase of enforcement on October 18, 2004, and began issuing written citations to those who broke the tobacco-free campus policy.

The number of students at OTC who use tobacco has decreased since the policy was enacted. In the Spring of 2003, 31% of students reported current tobacco use and by Fall 2003 those number had decreased to 26%.

Future: OTC continues to strive to keep the tobacco-free campus policy enforced and supported amongst campus community members. OTC also aims to integrate information about the policy change into health fairs, student focus groups, ongoing surveys, class discussion and projects, a tobacco-free policy newsletter for incoming students, and permanent signage on campus.

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Or, visit the OTC is Tobacco-Free website at:

www.otc.edu/tobacco-free.htm

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