



truth initiative
INSPIRING TOBACCO-FREE LIVES

HEALTHY COMMUNITIES



www.northlakecollege.edu/green

www.thetruth.com

www.truthinitiative.org



About the Presenters

Brandon Morton

Sustainability Coordinator, Adjunct Faculty in Biology and Environmental Science, Chair of Sustainability Committee, graduate student at SFASU, from Netherlands and Texas.



Pascal Bakari

Student, Majoring in Industrial Design, VP of Scholarship Phi Theta Kappa, student worker in NLC Marketing Dept., College Leader for Truth Initiative, from Burundi and New York.



Not Present:

DeVaughn White, NLC student, College Leader for Truth Initiative, Majoring in Media and Mass Communications, member of Anime Club and SGA





Andrea Patrick, NLC College Financial Manager, Co-Lead on Truth Grant



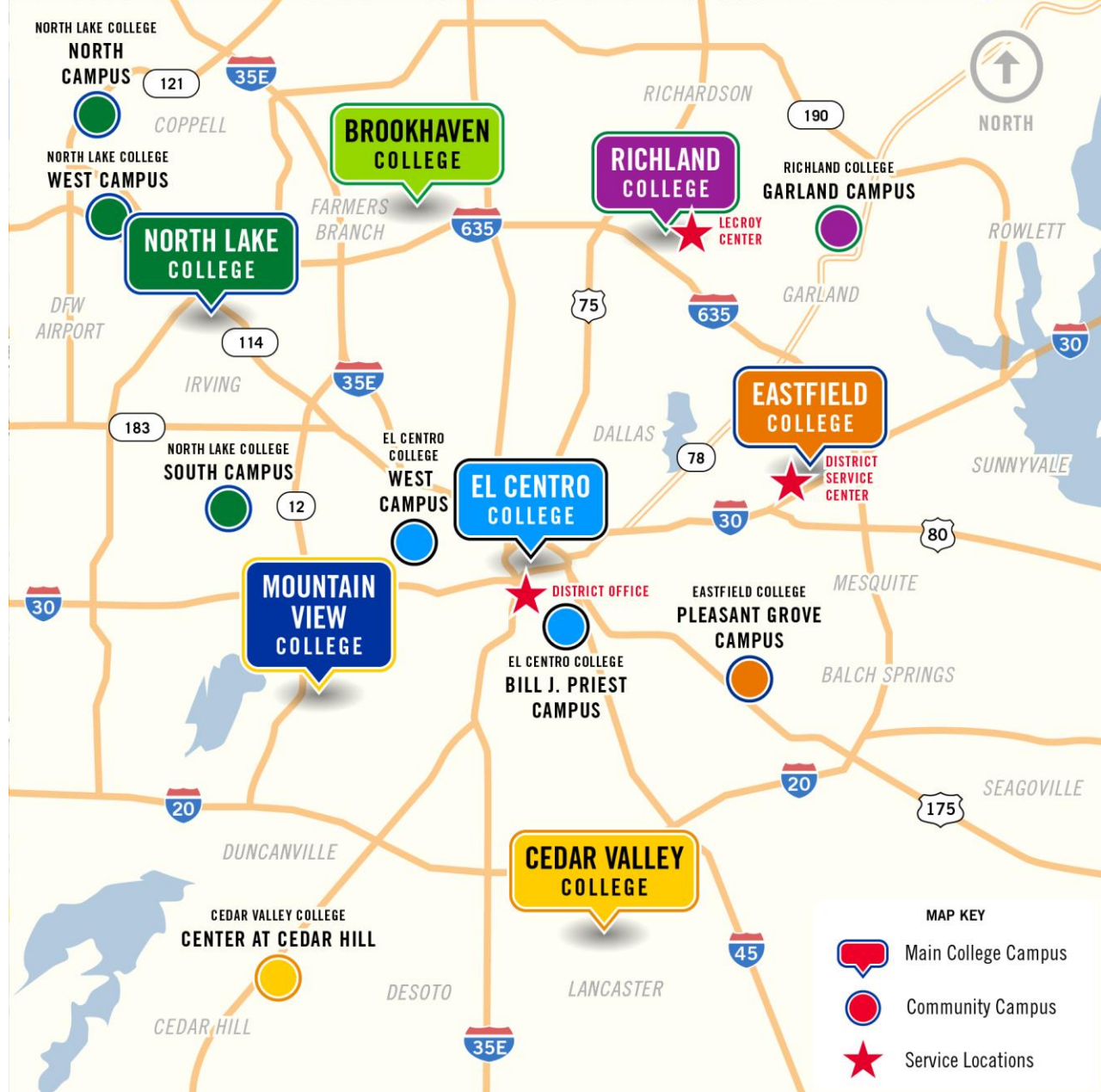
April 20-28, 2018
NLC Earth Week
40th Anniversary
Celebration on
April 24th with a
Time Capsule



2017 Enrollment Numbers

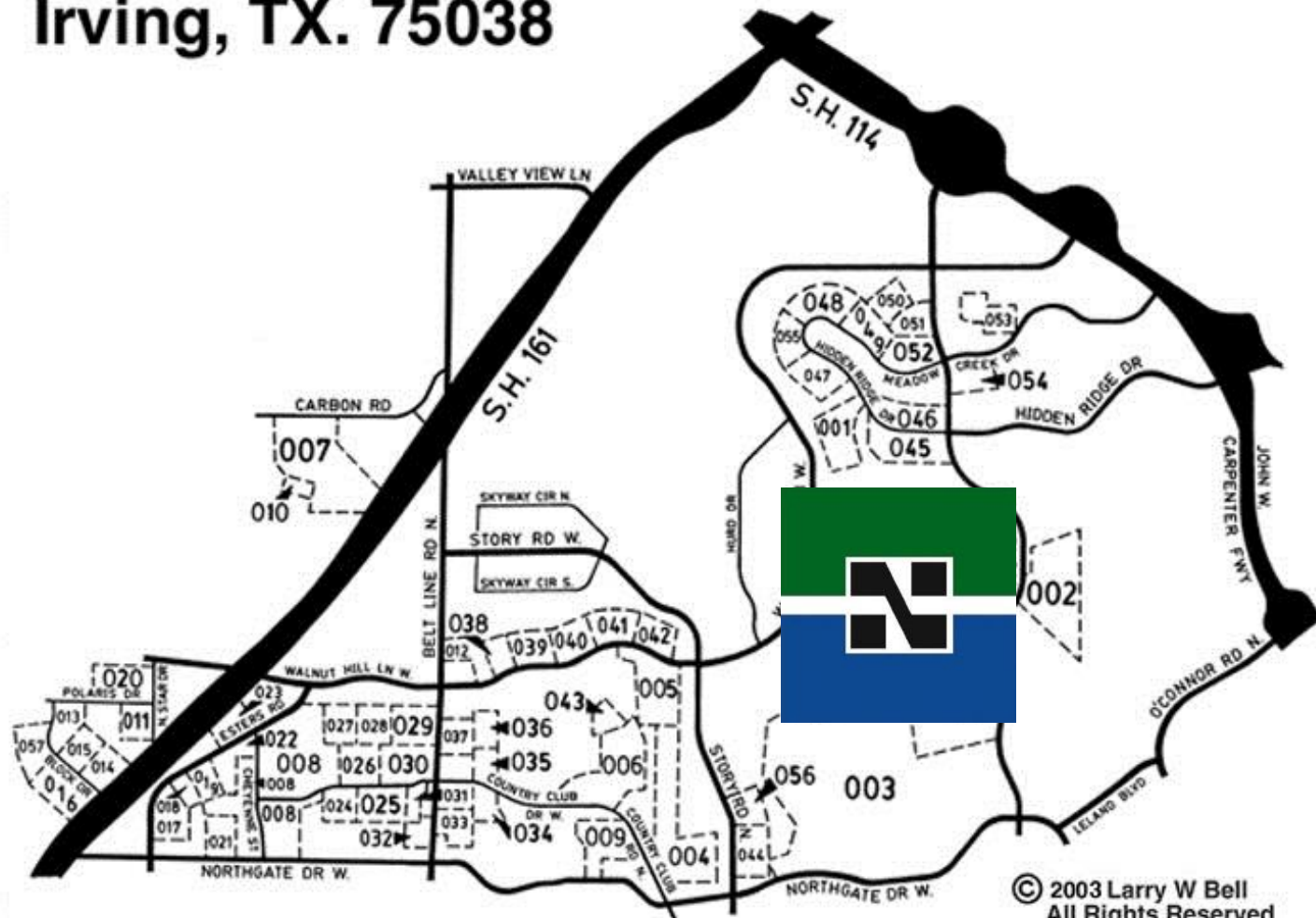
-  Cedar Valley: 7,597
-  Mountain View: 10,352
-  North Lake: 11,057
-  El Centro: 12,402
-  Brookhaven: 13,214
-  Eastfield: 16,454
-  Richland: 19,422

Total Credit: 90,921
+ 30,000 Continuing Education





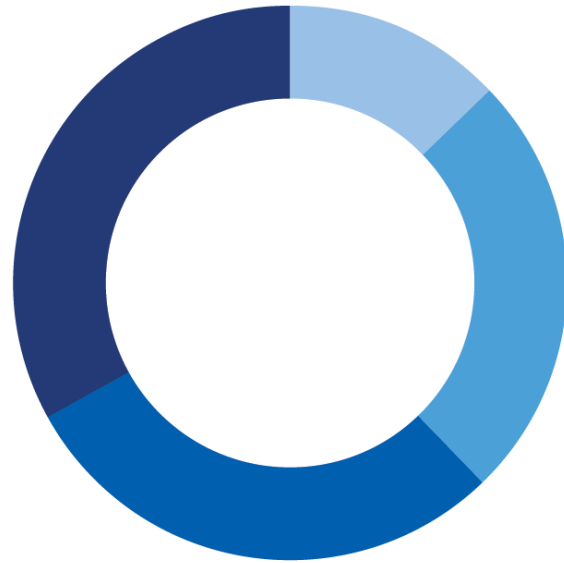
Irving, TX. 75038



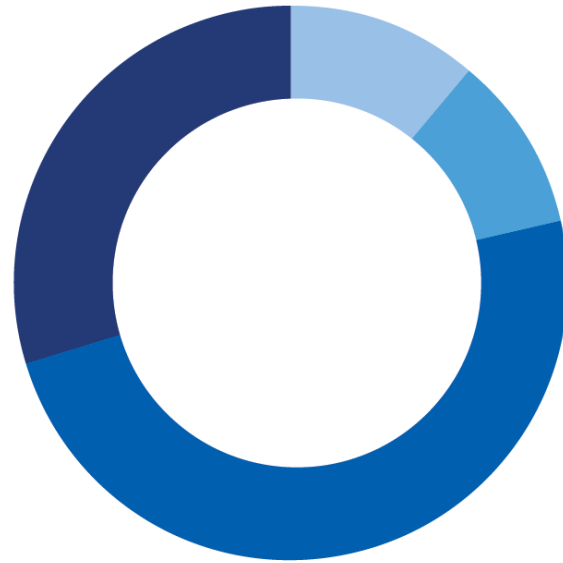
Irving: 75038



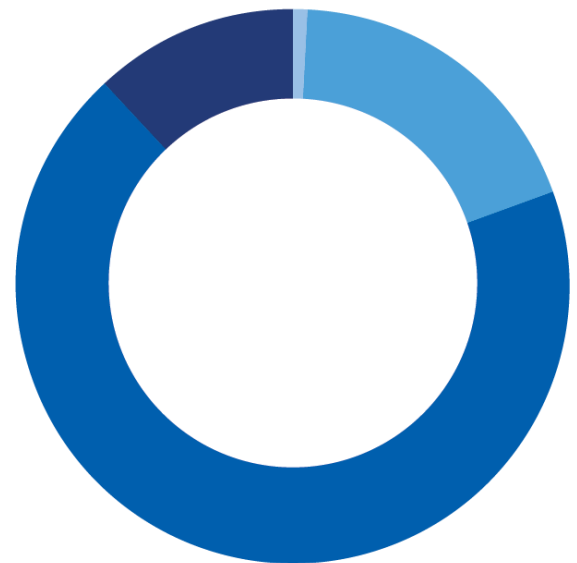
New York



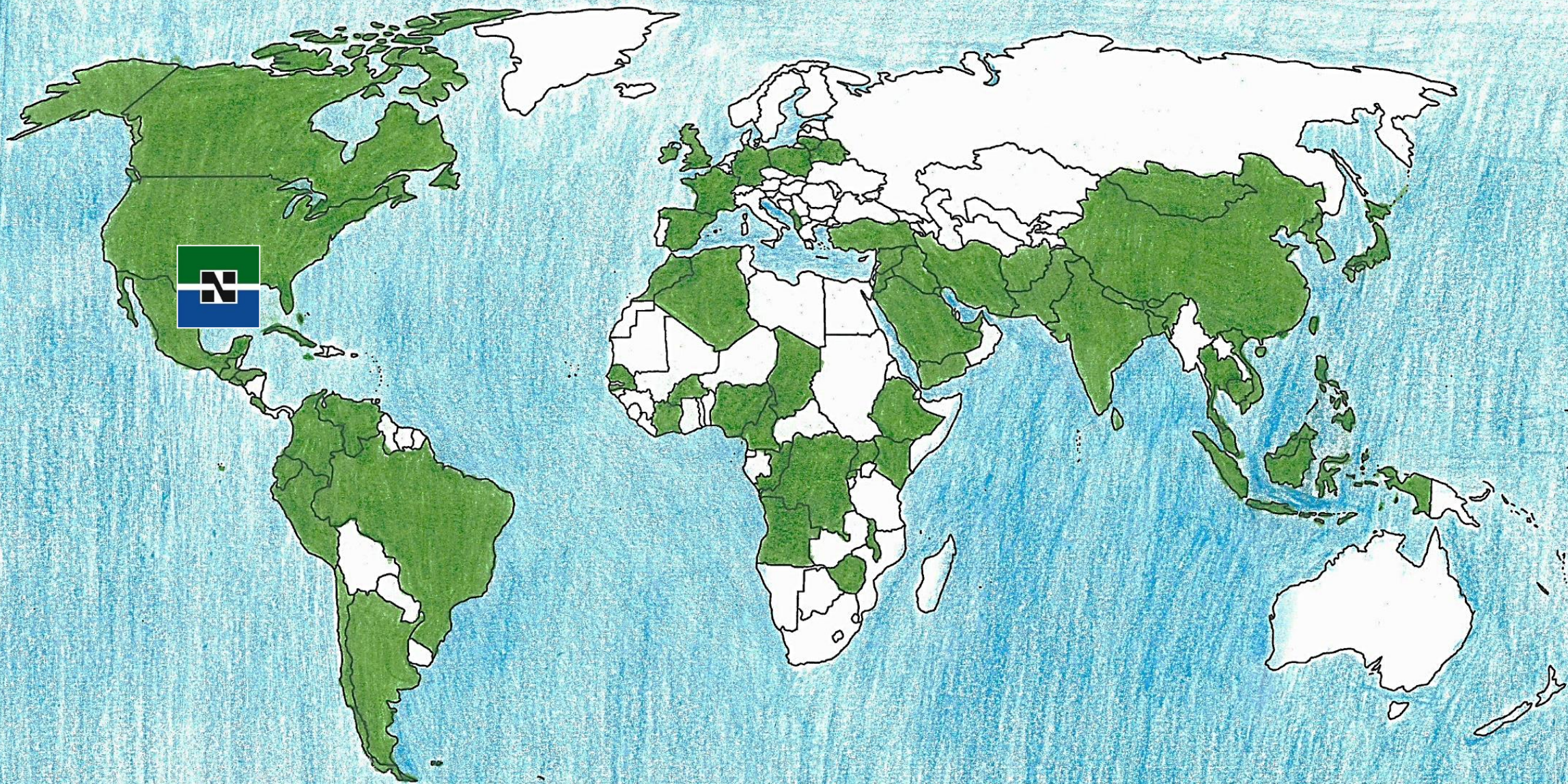
Los Angeles



Miami



White
 Hispanic
 Black
 Asian



North Lake College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT



HEALTHY COMMUNITIES



2017 – Background

1) Series of student and visitor complaints about smoking locations on campus



2) City of Irving updated their municipal ordinance on smoking and tobacco





HEALTHY COMMUNITIES



2017 – Background

3) College launches Tobacco Survey

4) College updates college policy to align with City of Irving and respond to survey results

5) College applies for tobacco-free grant



Funded by
Bloomberg Philanthropies



HEALTHY COMMUNITIES



784 responses*

- 541 students
- 233 employees
- 10 community members

*88% identified as non-smokers

*71% say they are exposed to 2nd hand smoke on campus

*57% want it banned from campus or limited to parking lots

*More than 24 pages of comments....



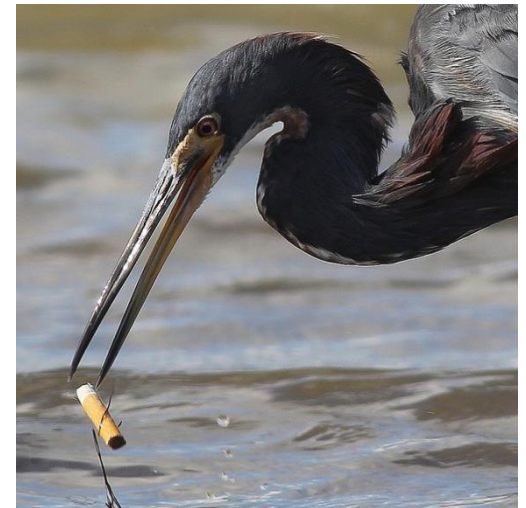


HEALTHY COMMUNITIES



Comment themes from the 24 pages...

- Addiction, Behavior or Habit of smoking should be addressed
- Asthma, **Health**, Cancer, Lung Disease, Head aches from second-hand smoke
- Air Quality, **Pollution**, Litter from poor tobacco management practices
- Location of existing Smoking Areas impacting non-smokers in high-traffic areas
- Electronic Cigarettes or Vapes just as bothersome to non-smokers



- 6) DCCCD Board of Trustees consider a district-wide tobacco-free policy.... College policy effort put on hold





HEALTHY COMMUNITIES



2018

- 7) DCCCD Board of Trustees passes new tobacco-free policy

“Smoking and the use of tobacco products and e-cigarettes is prohibited on College District Property, in College District vehicles, and at College District-related activities.”

<https://v3.boardbook.org/Public/PublicItemDownload.aspx?ik=41920553>

See page 15 for the one sentence tobacco-free policy)



HEALTHY COMMUNITIES



2018 – Background Timeline

- 8) College selects two Health Community Scholars to support effort for a tobacco-free college
- \$2,000 stipend per student over 1.5 years
- Formal training by Truth Initiative and NLC
- Advocacy, Education & Student-Engagement





HEALTHY COMMUNITIES



Goal:

To advocate for a Healthy Campus Community and work toward a 100% Tobacco-Free College

Objectives:

- 1 - Student Engagement
- 2 – Employee Engagement
- 3 - Marketing and Public Resources
- 4 - Sustainability, Health & Wellness
- 5 - Policy



People:

Healthy Campus Task Force (Members from President's Team, and Staff from Facilities, Police, Health Center, Counseling Center, Student Life.)

Project Lead: Brandon Morton, Sustainability Coordinator

Student Leaders: Pascal Bakari and DeV Vaughn White



HEALTHY COMMUNITIES



Project Objectives further described:

- (1) **Student Engagement** – engage at least 2,000 students in student-led tobacco-prevention, education, and campus policy (~10% of population)

- (2) **Employee Engagement** (Faculty/Staff/Admin) – engage at least 200 employees (50% of population)

College Leader Objectives

- ❑ Enlist: College leaders should recruit 10-15% of the student population through our text-in system by the end of the grant period. Ex: Text VUU to 88709
- ❑ Engage: Execute 4-6 low-intensity advocacy activities during the grant period (areas of tobacco-free environments, tobacco and popular culture, flavors)
- ❑ Advocate: one high-intensity advocacy actions (town hall meeting) and two advocacy actions that directly support the national truth public education campaign ad launches (VMAs and Grammys or as identified)



Advocacy calendar

- ❑ April : Environment campaign (contest)
- ❑ May – June : Planning period, schedule 1 planning call by August 1st
- ❑ August: truth® national campaign
- ❑ Sept/ October: Fall College Tour
- ❑ October: Tobacco and Popular Culture
- ❑ December: Planning and prep for January campaign



HEALTHY COMMUNITIES



(3) **Marketing & Public Information** – engage the college using posters, social media and online content, and host at least 3 education workshops for healthier lifestyles and cessation activities supported by community organizations

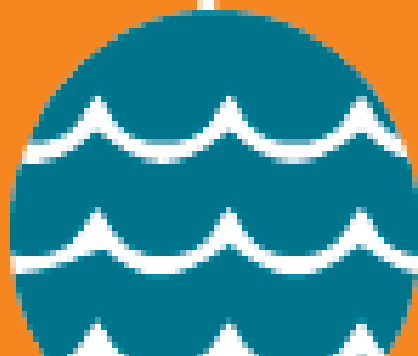
(4) **Sustainability, Health & Wellness** – support tobacco-free goals for outdoor activities, environmental quality, and health and wellness.

(5) **Policy Development** – support DCCCD efforts for a DCCCD Tobacco-Free policy and college-level implementation at North Lake College

ENVIRONMENT

**Tobacco use is not
only a health
issue — it is also
an environmental
issue.**

Items removed from
U.S. beaches and
inland waterways
during the Annual
International



30-40%



Since the 1980s, cigarette
butts have consistently
comprised 30 - 40% of all
items collected in annual
international coastal and
urban cleanups.



HEALTHY COMMUNITIES



Truth Initiative founded in 1999, and funded in part by the 1998 “Master Settlement Agreement” –

- “an accord reached in November 1998 between the state Attorneys General of 46 states, five U.S. territories, the District of Columbia and the five largest tobacco companies in America concerning the advertising, marketing and promotion of tobacco products.”
- “In addition to requiring the tobacco industry to pay the settling states approximately \$10 billion annually for the indefinite future, the MSA also set standards for, and imposed restrictions on, the sale and marketing of cigarettes by participating cigarette manufacturers.

-- Public Health Law Center

(<http://www.publichealthlawcenter.org/topics/tobacco-control/tobacco-control-litigation/master-settlement-agreement>)



HEALTHY COMMUNITIES



who are we?

Truth Initiative is a nationally recognized, non-profit organization combatting tobacco use among American teens and young adults.

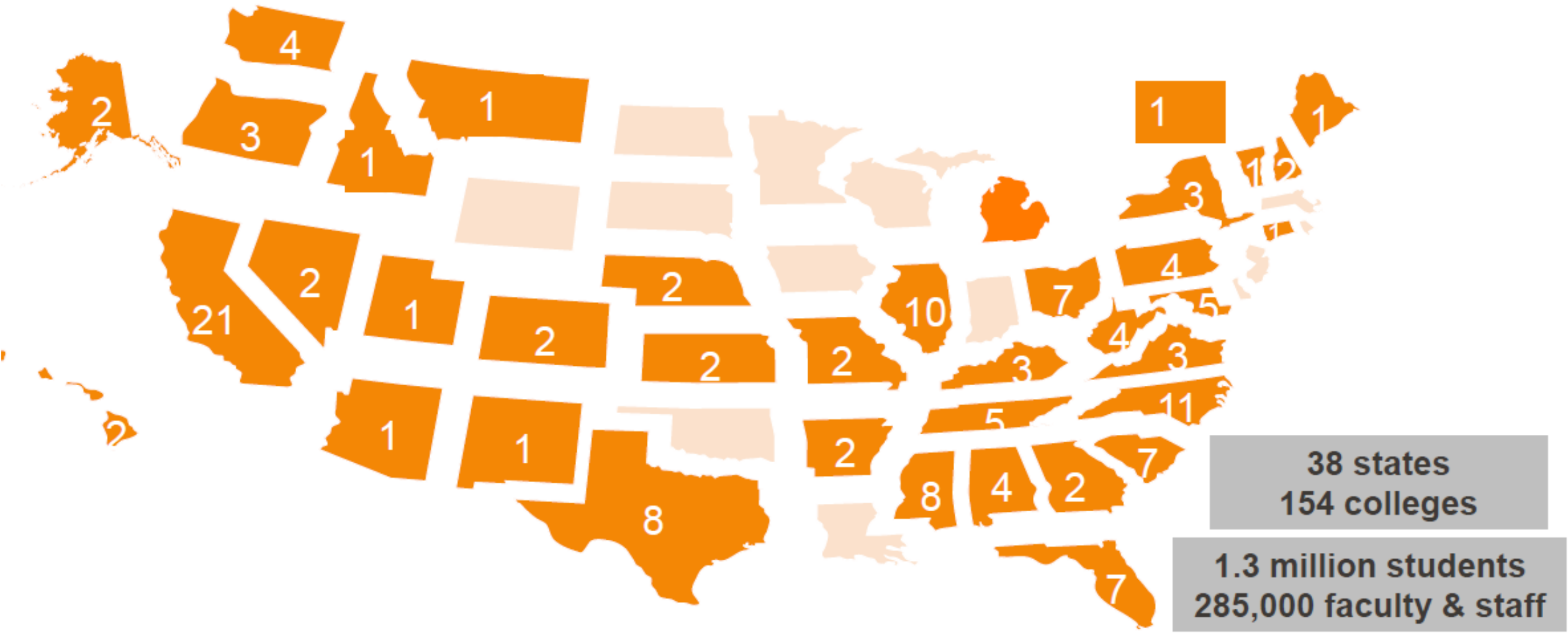
what do we do?

We speak, seek and spread the truth to achieve a culture where all youth and young adults reject tobacco.

99% of smokers starts before age 26

More than 2,100 campuses are 100% smoke or tobacco-free

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26



Welcome to 19 new grantees!





Recruiting for 2nd cohort

- Truth Initiative is accepting applications for a 2nd cohort
 - \$20,000 grant for community colleges, minority serving institutions and **women's colleges** to adopt a 100% smoke or tobacco-free policy
 - Deadline for applications is April 10

Encourage colleagues in your state to apply!

www.truthinitiative.org/collegegrant

Next Steps – implementing a model for a “Healthy, Resilient, Smart and Sustainable Urban Community”

- Training in Washington, D.C. April 6-8, 2018 -> Update timeline and work plan
- Launch campaign in fall 2018 -> grant period ends August 31, 2019



Q&A / Discussion / Plus-Delta



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