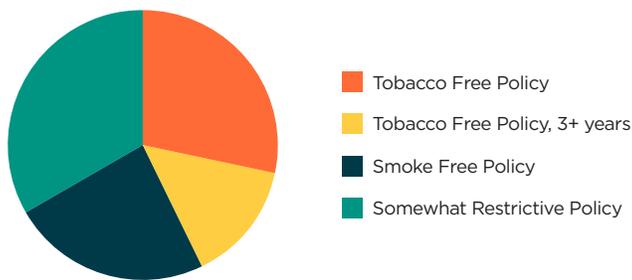


TOBACCO POLICY

Missouri Partners in Prevention (PIP) implements the Missouri College Health Behavior Survey (MCHBS) each year to monitor student behaviors and perceptions on a variety of health and safety topics, including tobacco use and policy. Of the 21 campuses that are part of the PIP consortium, 9 are tobacco free (6 campuses with newer tobacco free policies and 3 with tobacco policies for 3 or more years), 5 are smoke free, and 7 have somewhat restrictive policies, meaning they may only have indoor policies or designated outdoor smoking areas available on campus. It is important to note that some campuses will implement tobacco free policies this fall, but their data from the 2015 MCHBS is categorized in the somewhat restrictive policy category.

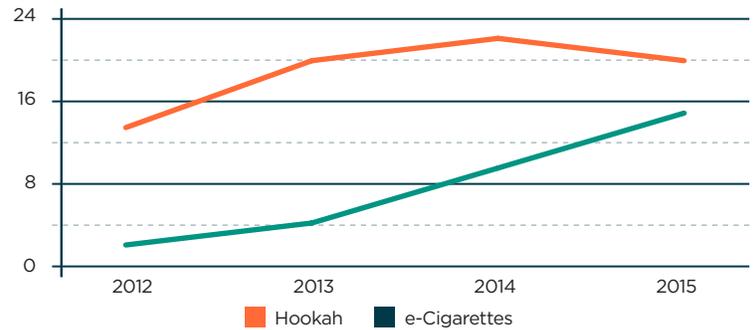
DISCUSSION

Tobacco Policy



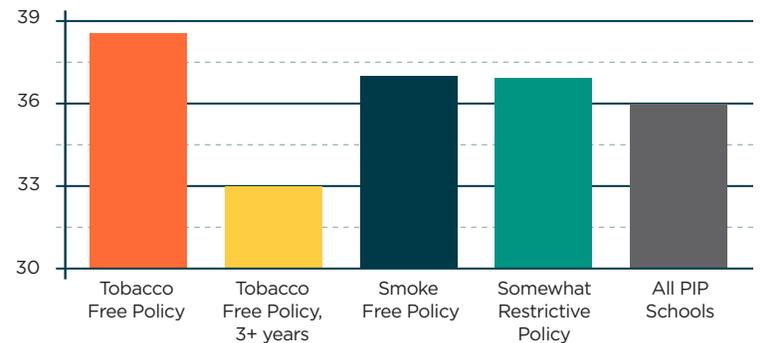
According to the 2015 MCHBS, 80% of students statewide prefer having smoke-free outdoor university areas. Student perceptions of smoking have greatly changed in the last four years, as 2012 MCHBS data showed that only 58% of students statewide preferred having smoke-free outdoor areas on campus. Since 2013, the number of students not using tobacco products has increased, while the number of those using cigarettes has steadily decreased. However, other products are becoming more popular with tobacco users. For example, hookah use increased 43% from 2012 to 2015 (14% to 20%), and e-cigarette use is up 300% (3% to 12%) statewide since 2012. Tobacco pipes and smokeless tobacco use have remained relatively stable statewide since 2010, but certain campuses saw a noticeable increase for one or both of these products in 2015.

Hookah and e-Cigarette Use



How much does school policy influence students' tobacco use? In order to answer this question, schools were categorized by type of tobacco policy in the following groups: tobacco free policy, tobacco free policy for at least three years, smoke-free policy and somewhat restrictive policy. Type of school policy was compared to any tobacco use in the past year, which includes the full spectrum of students who perhaps tried hookah once or twice with friends to those who use cigarettes or smokeless tobacco on a daily basis.

Any Tobacco Use in the Past Year



Perhaps unexpectedly, schools with tobacco free policies have a higher average of tobacco use (38%) than the statewide average (36%). There are several potential influencing factors for this high rate of use. Some schools very recently changed policy and may be facing some resistance to that change or haven't had time to see any behavior change from what happened under their somewhat restrictive policies. These campuses may also have more infrequent tobacco product users that are inflating that statistic. A better indicator of the effect of tobacco free policy is the group of schools that have had policies in place for three or more years. Students from schools with established tobacco free policies reported statistically significant lower tobacco use than any other group. According to the data, there is no difference in tobacco use on campuses with smoke free policies versus those with only somewhat restrictive policies.

SUMMARY

The MCHBS data seems to support the argument that tobacco free policies, which are the most restrictive, result in lower rates of tobacco use on campuses once they have been in place long

enough to be recognized and enforced. The trend of preferring smoke-free indoor and outdoor areas continues to gain popularity with students at schools across the state, but data suggests that student behavior is not significantly impacted by smoke-free policies. It is possible that campuses with newer smoke-free policies face similar challenges as those that recently transitioned to tobacco free policy, or that implementation and enforcement of smoke-free policy pose unique challenges. Certain campuses and student behaviors around the state may also be influenced by city tobacco policies more so than campus policy. Because quitting tobacco products requires challenging behavior change, it can take several years before the benefits of policy change are evident in student behavior. As more campuses statewide switch to tobacco free policies and those already tobacco free campuses continue to consistently enforce their existing policies, this trend will be re-evaluated.

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