



BreatheWell Tobacco-Free Campus

Pod Leaders: **Michael Ong, M.D., Ph.D.**, Associate Professor in Residence, Medicine, General Internal Medicine
Linda Sarna, Ph.D., R.N., Dean, School of Nursing
Program Coordinator: **Elloi Delos Reyes**

Mission

The mission of the BreatheWell pod is to ensure a clean air environment for UCLA, particularly through an emphasis on sustaining and enhancing UCLA's tobacco-free campus policy. UCLA was the first UC campus to fully implement this policy on April 22, 2013.

Objectives:

1. Continue to engage the campus community on the tobacco-free policy
2. Engage the campus on societal implications regarding legalization of recreational marijuana
3. Improve enforcement of the tobacco-free policy
4. Increase opportunities for scholarship regarding tobacco control

Objective 1: Continue to engage the campus community on the tobacco-free policy

Communications

BreatheWell continues to work on educating our campus community about the harms from tobacco products, both from direct tobacco use as well as secondhand tobacco use, and highlighting UCLA's tobacco-free campus policy. These activities have included direct outreach to the campus community through participation at HCI events, signage, and activities on key anniversary dates. We also began using social media as a communication outlet and have created an email listserv for interested campus community members. Additionally, we continued to distribute our "Clearing the Air" marketing materials, created by UCLA Transportation and Events.

Specific activities include:

- Direct community outreach
 - Outreach with materials at HCI tabling events
 - Outreach with information tables



BreatheWell uses their "Clearing the Air" educational materials at a tabling event.

during the annual Great American Smoke Out in November 2016 and during Earth Week in April 2017 (which coincided with the 4th anniversary of UCLA's tobacco-free policy)

- Social media
 - o Instagram: @UCLABreatheWell and @UCLATobaccoFree, 182 followers
 - o Twitter: @UCLABreatheWell and @UCLATobaccoFree, 50 followers, 179 likes
 - o Facebook: UCLA Breathe Well and UCLA Tobacco Free, 30 followers
- Media exposure
 - o October 10, 2016: Sacramento Bee editorial by Dr. Ong: "Prop. 56 will save lives and discourage young people from smoking" www.sacbee.com/opinion/op-ed/soapbox/article107338447.html
 - o November 16, 2016: Daily Bruin story about the tobacco-free policy: "UCLA must re-evaluate smoking policies with passage of Prop 64" dailybruin.com/2016/11/16/kristina-iliopoulos-ucla-must-re-evaluate-smoking-policies-with-passage-of-prop-64/
 - o November 18, 2016: National Public Radio story quoting Dr. Ong: "Will Legal Marijuana Lead To More People Smoking Tobacco?" www.npr.org/sections/health-shots/2016/11/18/502567273/will-legal-marijuana-lead-to-more-people-smoking-tobacco
 - o February 20, 2017: Daily Bruin story about the tobacco-free policy: "The Quad: UCLA's tobacco-free policy enforcement, broken down" dailybruin.com/2017/02/20/the-quad-uclas-tobacco-free-policy-enforcement-broken-down/
 - o June 28, 2017: UCLA Newsroom story quoting Dr. Ong: "How Safe is Vaping?" newsroom.ucla.edu/stories/how-safe-is-vaping



Representatives from BreatheLA conduct outreach efforts on campus.



Representatives from Colleges Against Cancer conduct outreach efforts on campus.

Working with Student Groups

Student engagement is critical to the success of UCLA's tobacco-free policy. We have had the opportunity to work with multiple groups to help us highlight the policy, including the Student Wellness Commission's Earth Committee, UCLA's Colleges Against Cancer chapter, and a new UCLA club: Breathe LA. Students were active at all of our community outreach efforts, particularly during the Great American Smoke Out. Breathe LA also began the initial launch of a policy ambassador program, with 17 ambassadors on campus, to increase awareness of the tobacco-free policy and to role model how to approach smokers who do not comply with the policy.

Systemwide Engagement

We have been active with the systemwide meetings of the UC Smoke- and Tobacco-Free Policy campus task forces. Dr. Ong led the development of student fellowships focused on issues related to being smoke- and tobacco-free. The first meeting of the inaugural fellows was held at UCLA's Luskin Conference Center on September 19, 2016, with support from the Deans of the UCLA School of Nursing and the David Geffen School of Medicine at UCLA.



Dr. Michael Ong talks with the inaugural Smoke- and Tobacco-Free Policy student fellows accompanied by a video address from President Napolitano.

Objective 2: Engage the campus on societal implications regarding the legalization of recreational cannabis

Project Leads: Michael Ong, M.D., Ph.D.; Wendy Slusser, M.D., M.S.; Lois Takahashi, Ph.D., M.S.

Project Support: Katy Eyberg, Graduate Student Researcher

Introduction

On November 8, 2016, voters passed Proposition 64, legalizing recreational marijuana in California. Within certain restrictions, individuals over the age of 21 can legally possess up to six cannabis plants and purchase the substance from licensed retailers. Among Proposition 64's provisions is the allocation from the tax of \$10 million per year for eleven years for public California universities to conduct research on the impact of the legislation. Full implementation of the policy will begin on January 1, 2018. For more information on Proposition 64, see Appendix XV.

After the election, the University of California President, Janet Napolitano, issued a statement affirming the prohibition of cannabis on all university-owned property. Nonetheless, the passage of Prop 64 has created a new legal industry with uncertainties regarding production, consumption, and regulation of cannabis across California. It has also presented UCLA with a tremendous opportunity to be a leader in the development of an evidence-based approach to ensure that legalization of recreational marijuana in California maximizes societal benefits while minimizing harms. UCLA is uniquely positioned to bring together the expertise of its talented students, faculty, staff, and broader community to assist California in navigating the post

Proposition 64 environment. UCLA faculty have led seminal research on cannabis, including Donald Tashkin and Michael Roth's studies on the pulmonary effects of cannabis and Mark Kleinman's work on cannabis legalization policies. UCLA already has nascent efforts on cannabis, including the UCLA Cannabis Affinity Group and a UCLA Cannabis Research Workshop. New resources exist to potentially support UCLA efforts, including new organizations within the California state government, and public-private partnerships with the developing cannabis industry.

Considering this new policy landscape, BreatheWell began engaging stakeholders from across campus to discuss Proposition 64 and identify cannabis-related priority projects. To begin this collaborative effort, HCI co-hosted with the Luskin School of Public Affairs its first Proposition 64 Summit in March 2017, a follow-up meeting in May, and a SurveyMonkey poll in June.

Outcomes

More than 50 students, faculty, staff, and senior administrators participated in the Summit. Dr. Ong wrote a one page prospectus to set the academic stage for the summit (see Appendix XVI). Outcomes of the meeting included the establishment of two work groups: one



Stakeholders from across campus participate in March's Proposition 64 Summit.

focused on cannabis-related research initiatives and evaluation and the other focused on cannabis-related university programming, training, and policies. We also brought on a new Graduate Student Researcher, Katy Eyberg, to assist with the launch of these activities.

In May, 16 students, faculty, staff, and senior administrators from the cannabis-related university programming work group participated in a follow-up meeting to prioritize project ideas. During this meeting, representatives from North and South Campus connected, discussed ideas, and strategized next steps for several different projects.

In June, 23 students, faculty, staff, and senior administrators from the March Summit voted on priority projects identified during the original summit and discussed during the May meeting. During Summer 2017, HCI will move forward with selected projects to begin new initiatives in Fall 2017. The research work group will also reconvene to develop next steps. Project ideas for each work group include the following:

Work Group 1: Cannabis-Related Research Ideas

- Dose and concentration level for impairment
- Psychiatric and other medical disorders
- Medical uses

- Neuroscience: acute and chronic effects of use
- Addiction and treatment
- Different forms of consumption (e.g., edibles, topical rubs, vaping, etc.)
- Analysis of markets and broad economic impact
- Environmental impact
- Policing and neighborhood impact
- Cultural practices and impact
- Policy implications
- Public health impact
- Comprehensive literature review on existing research



[UCLA Smoke- and Tobacco-Free Policy Ambassadors table with the Fresh Air Bear.](#)

Work Group 2: Cannabis-Related Programming Priorities

- Focus groups to understand student experiences
- Student Affairs Information and Research Office (SAIRO) and California Health Interview Survey (CHIS) data mining
- Seminar series
- Campuswide information campaign on policies
- Webpage to share existing information, policies, and campus assets
- Social media accounts to enhance potential webpage information
- Comprehensive app platform on information, policies, and existing campus assets
- Course development: interdisciplinary class during academic year, Fiat Lux (seminars offered annually through the Freshman Seminar Program), etc.
- Certificate program
- UC journal for publication
- Bolster CAPS (Counseling and Psychological Services) services
- Rewards for interesting work on programs and research
- Encourage philanthropic and/or industry sponsorship of UCLA efforts
- Theatrical/live performance to deliver educational messages
- Parent-focused education campaign
- Hold a major conference at the Luskin Center
- Conduct a UCLA Grand Challenge (research projects that connect students, faculty, staff, community members, and leading experts across every field to solve society's toughest problems)

Next Steps

Over the summer, HCI will reconvene the research work group to determine how UCLA can best support future studies. HCI will also move forward with the following key programming priority projects: focus groups, SAIRO/CHIS data mining, a seminar series, and a campuswide information campaign. Ideally, these efforts will result in initiatives that achieve both faculty and staff buy-in and significant student reach.

Objective 3: Improve enforcement of the tobacco-free policy

We continue to work on addressing areas on campus where individuals continue to use tobacco. We field all complaints of tobacco use and work with the individual making the complaint to help them address future encounters with violators. This includes sharing videos that model ways to approach tobacco users if the individuals do not feel comfortable doing so. These videos can be viewed at healthy.ucla.edu/pod/breathewell/videos or www.ucop.edu/risk-services/loss-prevention-control/uc-smoke-tobacco-free-videos.html.

We also update a “hotspot” map with all reports we receive and periodically make rounds throughout campus to evaluate these hotspots and to remind any tobacco users encountered about the policy.

Internal campus activities

This academic year, we responded to ten different complaints (down from 15 last academic year) sent to us about tobacco use on campus. We have previously met with our Environmental Health & Safety and UC Police Department leadership to explore alternative approaches to enforcement. While the University of California can impose fines for violation of the tobacco-free campus policy, our intent is to focus on educational strategies to lead to long-term behavioral change rather than punitive actions.

We also developed a policy ambassador program, similar to those on other UC campuses, to encourage interested students and staff to participate in activities that would assist with awareness of and compliance with the tobacco-free policy. Seventeen ambassadors approached individuals using tobacco to assist with policy enforcement and to serve as visual role models for non-tobacco users on how best to approach tobacco-using individuals who were out of compliance with the policy.

Systemwide activities

Dr. Ong met with the California Tobacco Control Program and the California Youth Advocacy Network on behalf of all UC tobacco-free task forces to discuss how to improve enforcement of the tobacco-free campus policy, including implementation of fines, code of conduct violations, and alternative enforcement options. Through support from the California Tobacco Control Program, the California Youth Advocacy Network will provide financial and resource support to each of the UC campuses and medical centers for bolstering policy ambassador programs. In the future, we hope to develop an online diversion program in collaboration with the California Youth Advocacy Network.

Objective 4: Increase opportunities for scholarship regarding tobacco control

Fiat Lux

Dr. Ong and Dr. Sarna taught a Fiat Lux seminar in Fall 2016 titled “BreatheWell: Tobacco-Free UCLA Medicine, Nursing, and Public Health.” Fifteen students learned about harms from tobacco and secondhand exposure, clinical and public health actions that can reduce tobacco use, and about the history of tobacco through a session at the Louise M. Darling Biomedical Library with librarian Russell Johnson, featuring a special collection related to tobacco history. Dr. Ong donated materials to the special collection from the historic Proposition 56 campaign, that established a cigarette tax to fund healthcare, tobacco use prevention, research, and law enforcement. Students conducted individual projects over the quarter, which ranged from exploring imagery of tobacco in video

games, to the relationship of tobacco with Native American populations, to the changes in voice among popular singers who used tobacco.

UC Smoke & Tobacco Free Student Fellowships

In May 2016, we officially announced the UC Smoke & Tobacco-Free Student Fellowships. Dr. Ong and Dr. Sarna were part of the development group comprised of tobacco control leaders within the UC system that met with President Napolitano in February 2016. The fellowships are modeled upon other successful fellowships for the UC Global Food Initiative and the UC Sustainability Initiative. Four fellowships of \$12,000 were awarded for the 2016 - 2017 academic year systemwide. One of the inaugural fellows was a UCLA undergraduate, Elaine Cheung. In collaboration with BreatheWell, Ms. Cheung implemented and evaluated a social media intervention to improve compliance with the UCLA tobacco free policy in comparison to UC Irvine. Ms. Cheung's full report is available to view at: <http://bit.ly/2umxSz7>.



Representatives from the Student Wellness Commission conduct outreach efforts on campus.

Due to the success of the inaugural fellowship awardees, President Napolitano has expanded the fellowship from four to ten awards for the 2017 - 2018 academic year.

Participation in HCI's Annual Celebration

We were excited to participate in the 2017 HCI Annual Celebration. BreatheWell assisted with promotion of the Symposium, posting reminders on social media accounts and at our Earth Week events. Dr. Ong served as a judge for HCI's Annual Student Poster Competition and Ms. Delos Reyes was recognized at the symposium with the Jane B. Semel Healthy Campus Initiative Appreciation and Recognition Award, which honors UCLA community members who have actively demonstrated their support of the principles of HCI in striving to improve the physical, mental, environmental, and social wellbeing of the UCLA community. See Appendix V for the full program of events and a description of Ms. Delos Reyes' work.

Goals for the 2017 - 2018 Academic Year

- Continue engaging the campus community on the smoke- and tobacco-free policy
- Prepare the campus community for legalization of recreational cannabis in California
- Implement new enforcement mechanisms of the smoke- and tobacco-free policy
- Increase opportunities for scholarship regarding tobacco and marijuana
- Expand collaboration with other HCI pods on mutually important issues.