

A Comprehensive Approach to College Advocacy

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Best of the West Conference

What is Advocacy?

- the pursuit of influencing outcomes – including public policy and resource allocation decision within political, economic, and social systems and institutions – that directly affect people’s lives.

Advocacy Institute

“Advocacy is an action directed at change. It is putting a problem on the agenda, providing a solution to that problem, building support to that solution and/or the action necessary to implement that solution.”

- South African National NGO Coalition

Tobacco-Free Campus Advocacy

Why is tobacco-free advocacy so important to a college campus?

- Young adult smoking rates are higher than the general population
- We are seeing a new trend of late initiation of smoking
- We do what we see...i.e., the social norm theory – what is seen as normal enforces the actions of people.
- Tobacco companies are actively targeting young adults
- The tobacco industry is trying to improve its public image and a way of doing so is to partner with credible and prestigious universities.

active
support of
an idea or
cause

Advocacy & Peer Education

educating
members of
your same
group about
important
issues

Peer Education:

- Educators can relate to and model a healthy lifestyle
- Culturally appropriate message
- Peers more likely to listen to their peers
- Influence behavior change by simply living a healthy lifestyle

Advocacy:

- Advocates can voice the needs that exist on campus
- Promote institutional change
- Reaches beyond peers to decision makers who can implement changes that will influence students for years to come

California's Approach to a Comprehensive College Movement



COUGH Coalition

A statewide grassroots student-led coalition representing California public colleges and universities committed to promoting and establishing a safer and healthier educational environment, through tobacco legislation and education

MISSION: It is the mission of COUGH, a statewide student-led coalition, to ensure a healthy educational environment free of tobacco and tobacco industry presence.

GOALS:

- Promote tobacco-free policy adoption, implementation, and enforcement;
- Advocate for effective and accessible cessation services;
- Educate campus communities on comprehensive tobacco issues.

What Does COUGH Advocate For?

- Tobacco-Free Campuses
- Increased cessation services that are effective, accessible, and affordable/free of charge.
- Social norm change on campus through policy change, education, and cessation services.

What is COUGH Behind the Scenes?

- Statewide advocacy coalition organized by the California Youth Advocacy Network.
- Partnership of CYAN, DHS-TCS funded agencies, and college campuses representatives (specifically student advocates, student health center representatives, faculty, and other campus staff).
- Funded through the CA Tobacco Tax – Proposition 99.

What is COUGH to Campuses ?

- A student-led advocacy coalition.
- A group of student leaders on tobacco prevention including tobacco-free policy advocacy, education, and cessation promotion.
- A statewide tobacco prevention movement.

What COUGH Can & Cannot Do

■ COUGH Can. . .

- Advocate for policy and social norm change on college campus
- Advocate for policy change at the system level
- Educate campuses and communities on tobacco issues

■ COUGH Cannot. . .

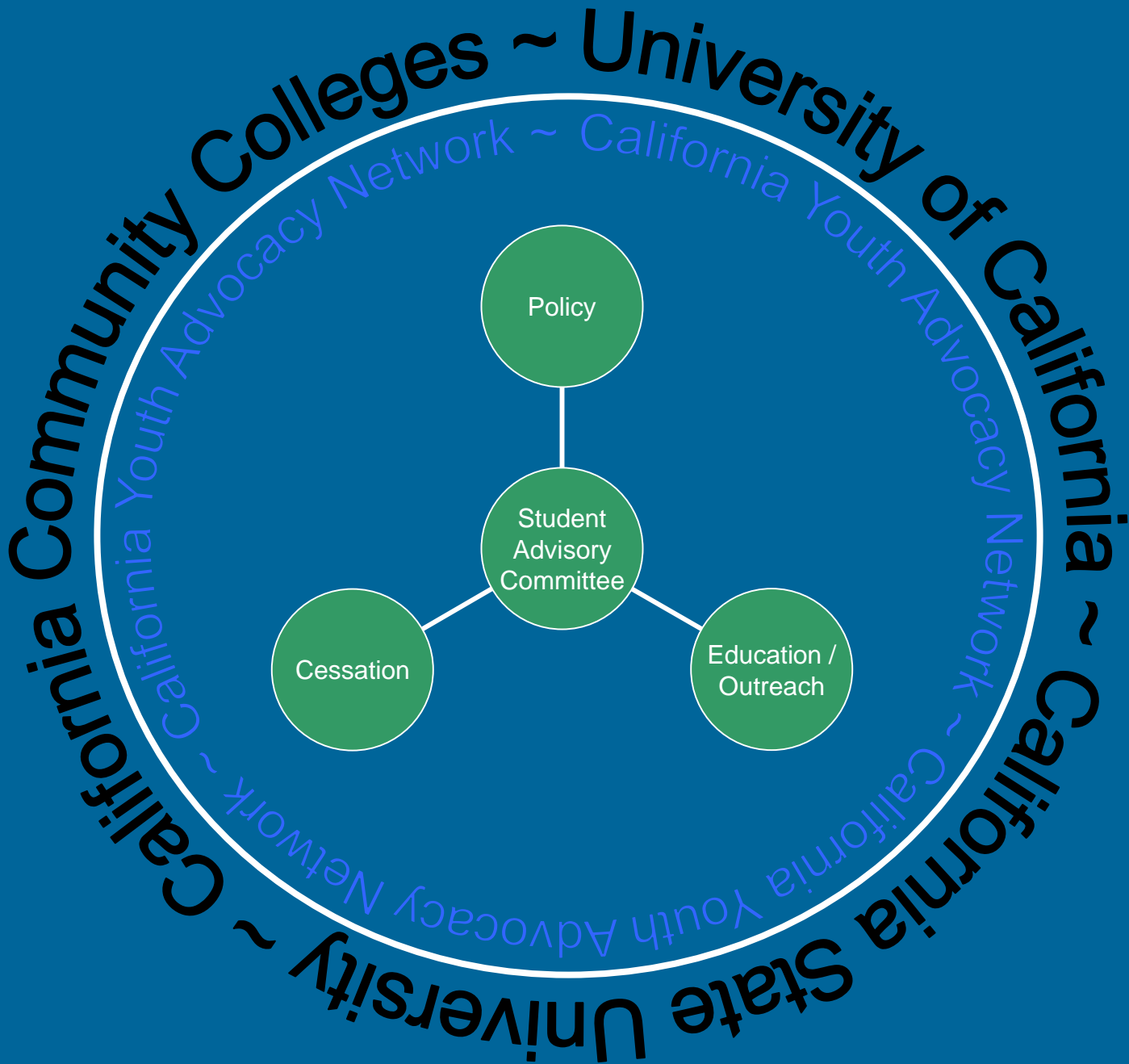
- Advocate for policies, laws, and/or initiatives at the Capitol
- Publicly support policies, laws, and/or initiatives at the State Capitol (i.e., tobacco tax)
- **LOBBY!**

COUGH & Local Movements

- COUGH is a statewide coalition and advocacy movement
- Provides support for:
 - a student without a local agency/campus partner
 - a student with a local agency partner
 - an agency with no student advocates
 - for agencies with student advocates and/or coalition
 - faculty and staff
- COUGH works in partnership with existing local movements
- COUGH is often a local coalition

CYAN's Goal for COUGH

- Create a cohesive and powerful tobacco-free movement on CA public colleges and universities
- Provide support to local advocates working on college tobacco-free issues whether on or off campus
- Empower students to be leaders of change on their campuses and at their systems



A Comprehensive Approach to Advocacy

Cessation

- Responsible for building collaborations between COUGH advocates and college campuses. Additionally, COUGH Cessation Services Advocates (CCSA) are charged with voicing the cessation needs of campuses to the education and policy committees.

Education

- Responsible for educating students, faculty, and staff on tobacco related issues (those connected directly with the cessation or policy campaign or issues that are pertinent to the campus.

Policy

- Responsible for assessing the policy needs of the campus and carrying out a policy campaign based on the needs of the campus.

Student Advocate Trainings

- Advocacy Training
- Spokesperson Training
 - Oral Communication
 - Written Communication
- Review of Statewide Movement
- How to Develop an Action Plan
- Assistance with Campaign Development

COUGH Cessation Service Advocates

The Plan . . .

Train the COUGH Cessation Services Advocates (CCSA) through 6 teleconferences and accompanying quizzes:

- to better understand the world of college cessation services,
- to increase tools for working on collaborations,
- to actively pursue advertising on campus,
- to increase logistics and conference/meeting planning skill set.

Topics:

1. What is Cessation, Stages of Change, Smokers' Helpline, Quit Kits, & Follow-up
2. Nicotine 101, NRTs & Follow-up
3. Cessation Concerns and Tools to Help: Stress, Weight Gain, etc.
4. Spokesperson Training
5. Collaboration How To, Part 1: *How to advertise & utilize on-campus resources, RAs and other campus health professionals*
6. Collaboration How To, Part 2: *How to organize logistics, create sample emails and letters, conference planning 101*

How to do the trainings:

■ Teleconferences

- Send PowerPoint presentation to students ahead of time so they can follow along.
 - Confirm computer availability.
 - If no computer available, ask students to print out a copy of slides.
 - If unable to print slides, send copy to student.
- Make sure meeting time is good for students.
 - Review where they'll take the call.
 - Confirm length of call/time commitment.
- Toll-free number for students.
- Make sure students have access to phone.
 - Do not use a cell phone unless they have free minutes.
- Be prepared to hold teleconferences on “non-traditional” hours.

How to do the trainings:

■ Quizzes/Check-for-learning

- Utilize online survey programs
 - Students can take quiz at anytime and you can view it anytime.
 - Zoomerang, SurveyMonkey
 - Free for you and students.
- Confirm email addresses
 - Send quiz link to students.
 - Correspond with students about their quiz results.

Certification Process:

Students felt strongly that there should be requirements (aka “Rules”) for the certification:

- **Conduct “Rule”:**

- Each participant must be open to and respectful of all other participants.

- **Quiz “Rules”:**

- Each participant must pass all 6 quizzes.
- Each quiz will be online and available early in the week following the teleconference.
- There will be a deadline for the completion of the quiz.
- If most of the participants do not pass the quiz successfully, the issue will be revisited and the group will be quizzed again.

- **Participation “Rules”:**

- Each participant must participate in at least 5 of the 6 teleconferences.
- If a participant missed a teleconference, she/he must “make it up” and pass the accompanying quiz.

COUGH Education & Outreach Advocates

The Plan . . .

On an as-needed-basis students are trained on:

- Community education tactics
- Community organizing
- Community outreach
- Media advocacy
- Media development

Education topics include:

- Tobacco and health
- Benefits of quitting tobacco use
- Tobacco Industry targeting
- Tobacco and the environment
- Transnational tobacco
- Other . . .
 - Hookah???
 - Marijuana???

COUGH Policy Advocates

The Process . . .

- Problem Identification - ALL
- Assessment – Local Advocates
- Issue / Goal – Students / CYAN
- Campaign Development – Student / CYAN
- Policy Development – Campus/System Committees
- Policy Implementation - Campus/System Committees
- Policy Enforcement - Campus/System Committees
- Evaluation - ALL

The Plan . . .

Train Policy Advocates on the following:

- Campus assessments
- System-specific initiatives
- Policy development
- Resolution development
- Public Speaking

COUGH's Priorities

- UC Campaign
 - Ending Tobacco Industry funded research (Statewide)
 - Prohibit sale of tobacco on campus (Local)
 - Increase smoke-free areas (Local)
- CSU Campaign
 - Ending Tobacco Industry sponsorship (Statewide)
 - Increase smoke-free areas (Local)
- Community College Campaign
 - Promoting smoke-free policies (Local)

For more information:

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