

Tobacco-free Campuses in San Mateo Community College District

BRIEF EVALUATION REPORT 2018-2023

San Francisco Community Health Center (SFCHC)
LGBTQ+ Tobacco Control Program
CTCP Bay Area Region Grantee, Priority Population Initiative

Mark Heringer, Project Coordinator
730 Polk Street, San Francisco, CA, 94109
(415) 292-3400
mark@sfcommunityhealth.org

Samuel Cuadra, Project Director
730 Polk Street, San Francisco, CA, 94109
(415) 292-3400
sam@sfcommunityhealth.org

Report Authors:

Autumn Albers, Facente Consulting (External Evaluator)
Samuel Cuadra, SFCHC (Project Director)
Mark Heringer, SFCHC (Project Coordinator)



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AIM AND OUTCOME

In 2018, the San Francisco Community Health Center (SFCHC) launched activities to support the adoption and implementation of a 100% tobacco-free campus policy for all three colleges in San Mateo County Community College District (SMCCCD): Cañada College, College of San Mateo, and Skyline College.

By April 30, 2023, three community colleges in San Mateo County will adopt and implement a 100% tobacco-free campus policy.

By the end of the grant period (April 2023), the objective was *partially* met. The SMCCCD Board of Trustees (Board) adopted a district-wide 100% tobacco-free campus policy on November 10th, 2021. In August 2022, the Board formally announced the new policy through mass e-mail communications. As of April 2023, the policy was being partially, but not fully implemented. Skyline College had removed designated smoking areas but had not yet posted new tobacco-free campus signage. College of San Mateo had not yet removed smoking areas near parking lots or posted tobacco-free campus signage. Cañada College had posted new signage signaling a tobacco-free campus but still had older signs that conflicted with the tobacco-free message.

A comparison of campus tobacco litter at Skyline College between November 2019 (pre-policy adoption) and March 2023 (post-policy adoption) demonstrated a 69% decrease in campus tobacco litter. This reduction exceeds SFCHC's original outcome measure of a 50% reduction in campus tobacco litter and may suggest that the policy is working, even if not fully implemented. However, SFCHC recommends that readers interpret the reduction in tobacco litter with caution given other

factors that may have been responsible for this change, most notably the possible impacts of the COVID-19 pandemic on in-person vs. remote learning. SFCHC has coordinated a follow-up discussion with campus community members who conducted observations to interpret findings in the lens of their lived experience on campus; this discussion will guide SFCHC's partners at Breathe California, who will be continuing to work in SMCCCD beyond April 30, 2023.

BACKGROUND

SFCHC was funded by the California Tobacco Control Program (CTCP) to advance tobacco control efforts with a focus on health equity for the LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, and additional gender and sexual identities) priority population. LGBTQ+ youth experience higher rates of tobacco use compared to the general youth population.¹ College campuses are an important space to support tobacco-free environments and norms for young LGBTQ+ people. In 2018, an estimated 17% of students at institutions of higher education in the U.S. identified as gay, lesbian, bisexual, asexual, queer, or questioning, and an estimated 1.7% identified as transgender, non-binary or questioning.²

Among college campuses, California's 113 community colleges are a key setting for tobacco control efforts because they disproportionately represent young people from other populations heavily impacted by tobacco, such as people of color and people of lower socioeconomic status.³ Moreover, in 2017, when SFCHC's project was being designed, only 37% of California community colleges were 100% smoke- and tobacco-free, compared to 100% of California's 33 four-year higher education institutions (University of

California and California State University systems).³ Therefore, smoke- and tobacco-free policies at community colleges can to improve equity in access to clean, healthy air at California’s institutions of higher education.

The three San Mateo County Community College District (SMCCCD) campuses—Cañada, San Mateo, and Skyline— serve a racially and ethnically diverse student body, in which approximately 30% of students are Hispanic/Latino/Latina/Latinx, 20% of students are Asian, 17% of students are White, 14% of students are multiracial, 11% of students are Filipino, 2% of students are African American, and 2% of students are Pacific Islander.⁴ At Skyline College, nearly half of students are the first generation in their family to attend college.⁵

The SMCCCD colleges received grades of C (Cañada), C (San Mateo), and D (Skyline), respectively, on the 2017 California College & University Smoke-/Tobacco-free Policy Report Card, due to the allowance of smoking and tobacco use in parking lots (Cañada and San Mateo) and the presence of designated smoking areas on campus (Skyline).³ The SMCCD board last revised these campus tobacco policies in 2009 and prior to SFCHC’s project, no local tobacco control efforts funded by CTCP had a strong presence in the district.

For the reasons above, and with guidance of CTCP and the California Youth Advocacy Network (CYAN), SFCHC chose to pursue a new effort toward a district-wide 100% tobacco-free policy in SMCCCD to foster healthier, more equitable educational environments and reduce tobacco-related disparities among LGBTQ+ college students, college students of color, and college students from lower socioeconomic backgrounds.

EVALUATION METHODS & DESIGN

SFCHC’s evaluation plan type was policy adoption and implementation; therefore, SFCHC collected both process and outcome data. Although the tobacco-free campus policy was a district-level policy impacting all three community colleges within the district, SFCHC’s intervention and evaluation activities were primarily focused on just Skyline College. The “Implementation and Results” section details the reasons why SFCHC’s work was limited to the Skyline campus despite the policy applying to all three colleges within the district.

Outcome evaluation at Skyline College included a two-wave observational study to document campus tobacco product litter, tobacco-related signage, and secondhand smoke and vapor exposure, before and after policy adoption (in 2019 and 2023, respectively). **Key process evaluation activities** included key informant interviews with Skyline College and district-level decisionmakers to gauge support or opposition for a tobacco-free campus policy and to identify facilitators and barriers to policy adoption. In addition, SFCHC administered two waves of public opinion polls to understand Skyline student, faculty, and staff perspectives on a potential tobacco-free campus policy. Findings from process evaluation activities guided the intervention approach and activities.

Table 1 (next page) summarizes select key evaluation activities for the project and their limitations.

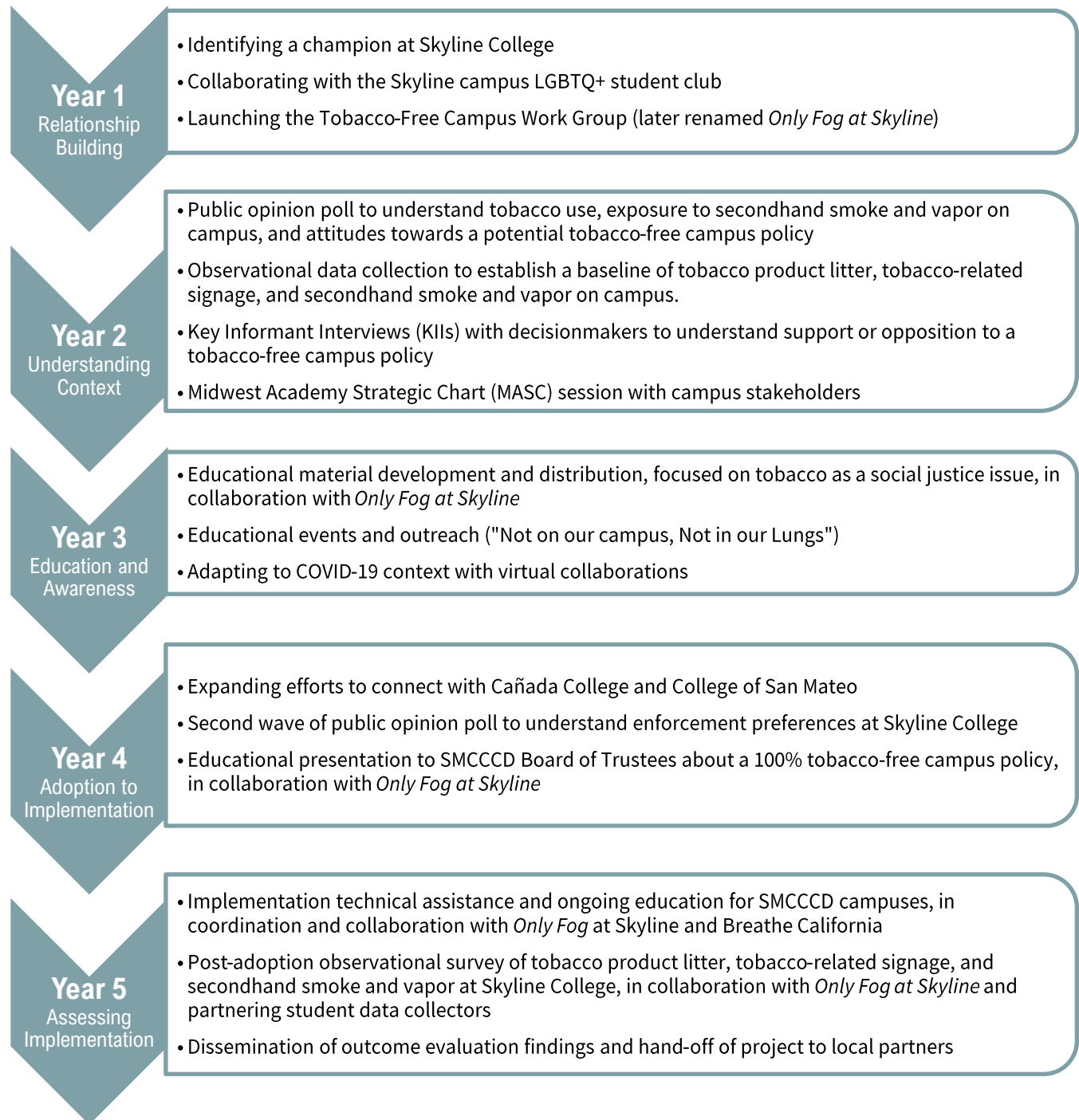
Table 1. Summary of key outcome and process evaluation activities at Skyline College

Evaluation Activity	Purpose of Activity	Sample Description	Instrument Source	Analysis Method	Timing/Waves	Key Limitations
Outcome						
Observational Study at Skyline College	Measure tobacco product litter, tobacco-related signage, and secondhand smoke and vapor exposure on campus, before and after adoption of a tobacco-free campus policy	Purposive sample of 14 campus locations	Tobacco Control Evaluation Center, adapted by Evaluation Consultant	Descriptive statistics	Years 2, 5 (2 Waves)	Contextual differences of the pre- and post- policy observations— notably, the potential impacts of COVID-19 on whether, where, and how people use tobacco on campus—made findings difficult to interpret. (More detail is provided in the “Implementation and Results” section).
Process						
Key Informant Interviews with SMCCCD decisionmakers	Measure the level of support and opposition to tobacco-free campus policy; identify facilitators and barriers to policy adoption	Purposive sample of 6 decisionmakers (5 from Skyline College, 1 from the District)	Evaluation Consultant	Content analysis	Year 2 (1 Wave)	Interviews were spread out over the course of two years. Many contextual changes took place during that time—such as the emergence of “vaping-related illness” in late 2019 and the emergence of COVID-19 in early 202—that made it difficult to track the most important facilitators and barriers to policy adoption.
Public Opinion Polls	Measure public opinion toward a 100% tobacco-free campus policy	Convenience sample of 211 Skyline College students, staff, faculty, and administrators	Evaluation Consultant	Descriptive statistics	Years, 2, 4 (2 Waves)	The use of convenience samples limited the generalizability of results. In particular, all polls were administered during large campus tabling events; this may have skewed the sample by overrepresenting certain respondent characteristics (such as likelihood of being affiliated with a club or student group that was tabling).

IMPLEMENTATION AND RESULTS

Key intervention and evaluation activities that supported this objective are summarized in Figure 1 and detailed on the following pages.

Figure 1. Key Outcome and Process Evaluation Activities in Chronological Order.



Building partnerships

Given the lack of an existing partnership between SFCHC and the SMCCCD campuses, SFCHC identified trust-building with campus stakeholders as an essential first step. Building rapport and collaborations with stakeholders was especially important because of SFCHC's roots in San Francisco; some stakeholders were confused as to why SFCHC was working in San Mateo County rather than in its own jurisdiction.

Among the three college campuses in SMCCCD, SFCHC began relationship-building at Skyline College because it received the lowest score (a "D") on the 2017 report card.³ Given SFCHC's focus on the LGBTQ+ priority population, project staff identified an LGBTQ+ student club on the Skyline College campus and connected with their faculty advisor to see if there was shared interest the idea of a tobacco free campus. The faculty member was passionate about social justice and understood the harms of tobacco from both a personal and academic lens. They offered SFCHC the opportunity to connect with the LGBTQ+ student club and share information about why tobacco is a social justice issue. The faculty member also helped SFCHC identify opportunities for exchange and relationship building with the LGBTQ+ club, such as the club helping SFCHC with on-campus data collection and SFCHC helping the club with LGBTQ+ events on campus.

As the partnership strengthened, the Skyline faculty champion helped SFCHC recruit members from diverse sectors of the campus community—including decisionmakers, student health representatives, and LGBTQ+ students—to attend a Midwest Academy Strategy Chart (MASC) session in Year 2. The MASC formed the foundational guidance for SFCHC's approach at Skyline.

From this initial relationship-building phase, SFCHC launched a *Tobacco Free Campus Workgroup* of student volunteers to support project activities in Years 2 onward. In Year 3, the Skyline faculty champion obtained Truth Initiative funding to compensate two student leaders of the Tobacco Free Campus Work Group (renamed to *Only Fog at Skyline*, logo to right). This additional funding strengthened the SFCHC-Skyline collaboration and allowed more meaningful participation from the student leaders in supporting a tobacco-free campus policy.



Creating awareness

To build campus awareness about tobacco as a social justice issue, two educational flyers were co-created by SFCHC and students from *Only Fog at Skyline* (thumbnails to right). One flyer, developed in Years 2-3, focused on health information about tobacco and the benefits of a tobacco-free campus policy. The other flyer, developed in Year 3, focused on tobacco-free campus policies in relation to social justice and the importance of policies that use educational, rather than punitive enforcement. Students and faculty from *Only Fog* helped consumer test the educational material with their peers via virtual consumer testing focus groups and surveys.

SFCHC also leveraged campus events to promote awareness about tobacco free campus policies. For example, in Year 2,



SFCHC and *Only Fog* co-hosted in-person tabling events, with flyers and tobacco control swag, to introduce students to the project's purpose. In Year 3, a virtual campus event, "Not on Our Campus, Not in Our Lungs" brought experts from the field of tobacco control as panelists to describe their experience with Black, Indigenous and People of Color and the LGBTQ+ communities in the San Francisco Bay Area. This event underscored the importance of a racial and social justice lens in tobacco control efforts and drew more than 75 students from SMCCCD.

The close engagement of *Only Fog* in the project ensured that they were meaningful partners in shaping the materials developed, the events hosted, and the messages communicated. The collaborating students and faculty continuously gave SFCHC insight into the experiences of campus community members and guided the project's cultural competence. For example, *Only Fog* helped ensure that demographic questions on surveys were designed appropriately to reflect the student population (Figure 2).

Figure 2. Example of how community input shaped data collection to be more culturally competent.

Learning from Community Partners

SFCHC learned from Skyline College partners that the campus had a large Filipino student community. Partners emphasized that demographic questions about race and ethnicity needed to go beyond standard "Asian" and "Native Hawaiian or other Pacific Islander" categories to include a designated "Filipino/Filipina/Filipinx" category. This community partner feedback was critical to improving the cultural competence of SFCHC's data collection.

Engaging decisionmakers

SFCHC began conducting Key Informant Interviews (KIIs) in Year 2 to understand the perspective of key decisionmakers (identified in the MASC session) on SMCCCD campus tobacco use and policy. Interviewees included one Skyline faculty member who also represented a faculty union, one Skyline staff member who worked closely with student groups, three Skyline administrators, and one District-level administrator. All decisionmakers interviewed were overwhelmingly supportive of a tobacco-free campus policy but sought more information about the opinions of the campus community. They emphasized the importance of a social justice lens that did not shame people who use tobacco.

Alone, tobacco might not seem like a big deal. But when paired with an equity framing, it becomes very high priority. That would have lots of backing and buy-in.

-SMCCD Decisionmaker

They also encouraged education of the broader campus community to build support from the ground up. Finally, they requested more information about how the policy could be communicated, implemented, and enforced.

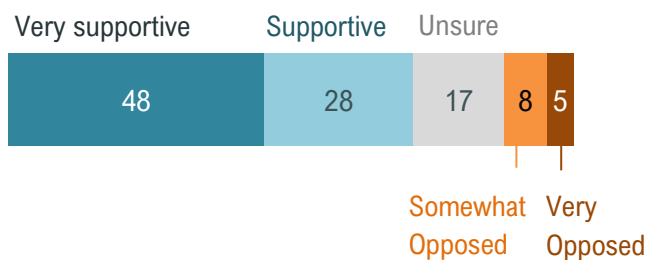
KII findings highlighted the importance of understanding campus community opinions. SFCHC shared findings with *Only Fog* to guide the next steps of the SFCHC – *Only Fog* partnership toward a tobacco-free campus policy.

Understanding campus opinions

To understand how the Skyline campus community felt about tobacco and tobacco-related policies on campus, SFCHC administered one wave of an in-person public opinion poll (POP) in Year 2 to a convenience sample of 107 students, staff, and faculty. Data were collected by trained student volunteers from the campus LGBTQ+ club. Results demonstrated that nearly half of respondents had been exposed to secondhand smoke or vapor on the Skyline campus. In addition, the results showed strong support for a tobacco-free campus policy, with 71% of respondents being “very supportive” or “somewhat supportive” of the policy (Figure 3). Those who were opposed to a tobacco-free campus policy shared concerns about individual freedoms and fears that campus community members who use tobacco to be excluded.

SFCHC shared POP findings with data collectors. SFCHC also shared findings with *Only Fog* to guide the next steps of the SFCHC – *Only Fog* approach toward a tobacco-free campus policy.

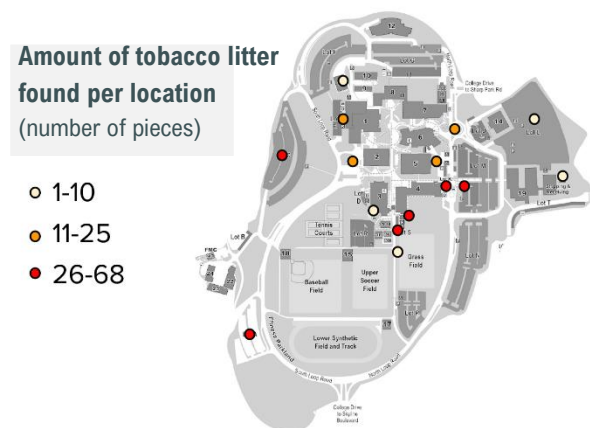
Figure 3. Support and opposition to a tobacco-free campus policy, August 2019, among a convenience sample of 107 students, staff, and faculty members. Most respondents (n=76, 71%) supported the policy.



Establishing a baseline for campus tobacco use on the Skyline campus

To build an understanding of how tobacco use on campus might impact and be reflected by (i) litter and (ii) secondhand smoke or vapor exposure, SFCHC worked closely with student volunteers from a Skyline Sociology Methods course to observe campus tobacco litter, signage, and use on campus in Year 2. Students participated in a data collection training and helped design the observational protocol by prioritizing 14 campus areas to observe over a 45 minute period. Data collectors counted more than 300 pieces of tobacco litter, with certain campus locations—such as parking lots and designated smoking areas—appearing to be “hotspots” (Figure 5). Findings were shared back with student data collectors in a formal in-person presentation to the class, paired with time for discussion, questions, and reflection on the data collection process and findings.

Figure 5. Number of pieces of tobacco litter found at select locations of the Skyline campus in November 2019.



Adapting to COVID-19's Interruption

When COVID-19 emerged at the start of Year 3, SMCCCD campuses shut down. Remote learning limited SFCHC's ability to meaningfully engage with campus community members. Moreover, many student volunteers were strained due to the impact of COVID-19 on their lives and the lives of their families, resulting in reduced participation.

To adapt to COVID-19, SFCHC made several changes to their approach. *Only Fog* meetings and campus events hosted by SFCHC became virtual. Evaluation activities—such as consumer testing of educational materials—also moved to the virtual space. Notably, *Only Fog*'s funding was critical to sustaining *Only Fog* during the pandemic and the constraints it placed on students and their families. Exit interviews with *Only Fog* student leaders demonstrated that the students needed stipends during the pandemic and would not have been able to participate as volunteers.

Responding to rapid policy progress

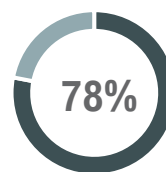
Interestingly, the COVID-19 context may have accelerated policy adoption. The Board of Trustees seemed eager to adopt a new tobacco-related campus policy *before* students returned to campus. SFCHC suspected that the Board felt it would be easier to introduce students to a new policy and campus layout—one without designated smoking areas—at the time of in-person return, rather than mid-semester.

The unexpected wave of enthusiasm from district-level decisionmakers for a tobacco-free campus required an adjustment in SFCHC's approach. First, SFCHC sped up efforts to engage the other community colleges in the district. SFCHC was already in the process of reaching out to Cañada College and College of San Mateo, hoping to build

similar partnerships to *Only Fog* with each campus before a district-level policy passed. However, those relationships were not yet built. SFCHC ramped up outreach efforts, but despite multiple attempts, SFCHC could not solidify a partnership with either campus prior to policy adoption. The COVID-19 context exacerbated the challenge because SFCHC could not visit campuses to make in-person introductions and build rapport, resulting in "cold" e-mailing of contacts.

A second adjustment in SFCHC's approach related to policy enforcement. SFCHC wanted to avoid a policy that included punitive enforcement that could exacerbate inequities. To address this concern, SFCHC and *Only Fog* hosted two outdoor tabling events in Fall 2021 to continue community education about tobacco-free campuses. At the tabling events, SFCHC also administered a second wave of public opinion polling (POP) to a convenience sample of students, faculty, staff, and administrators (n=91). The POP included a specific question about enforcement of a tobacco-free campus policy. Most respondents were supportive of a tobacco-free campus policy (88%, n=91) and most (78%, n=73) preferred the use of education, rather than punishment, to enforce the potential tobacco-free campus policy (Figure 4).

Figure 4. Most survey respondents (78%, n=73) wished to see a new campus tobacco policy enforced educationally, not punitively.



of respondents felt that a tobacco-free campus policy should be enforced with education, rather than punitive enforcement.

POP findings were shared with *Only Fog* and included in an educational presentation to the SMCCCD Board of Trustees (see next section).

Policy Adoption

In Year 4, *Only Fog* obtained letters of support for a tobacco-free campus policy from the Skyline College Academic Senate Executive Committee and the College of San Mateo's Presidential Cabinet. Building upon this momentum, *Only Fog* was able to schedule a presentation and share an educational packet, including a model policy with the SMCCD Board of Trustees.

In October 2021, SFCHC and *Only Fog* delivered an educational presentation to the SMCCD Board of Trustees. The presentation covered the current district policy on tobacco use on campus, what a tobacco-free campus policy could look like, the importance of tobacco as a social justice issue on community college campuses, and data from the most recent (2021) POP conducted at Skyline College that showed that community members preferred educational to punitive enforcement.

In November 2021, the SMCCCD Board of Trustees voted unanimously to amend the district-wide campus tobacco policy (Board Policy 2.27)⁶ to be 100% tobacco- and smoke-free.

In light of evidence that the use of tobacco and nicotine as well as exposure to secondhand smoke and aerosol (commonly referred to as "vapor") from electronic smoking devices pose significant health and environmental hazards, the District has established a smoke, vapor, and tobacco-free environment.

-SMCCD Board Policy 2.27

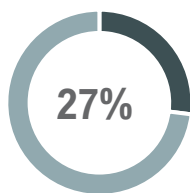
Moving from Adoption to Implementation

Following policy adoption in November 2021, SFCHC began to collaborate with Breathe California, another CTCP-funded regional project to support implementation planning within SMCCCD. During Year 5 of SFCHC's grant, across a series of monthly meetings, SFCHC and Breathe California discussed their respective scopes of work, identified areas to collaborate, and shared reports from previous data collection activities. SFCHC helped distribute Breathe California's public opinion poll on the Skyline campus. SFCHC also introduced Breathe California to *Only Fog* leadership to ensure that Breathe California could stay connected to the Skyline College faculty champion after SFCHC's grant ended in April 2023. The faculty champion was involved in discussions around campus signage (led by Breathe California) with the district.

In Year 5, the new phase of the COVID-19 pandemic allowed SFCHC to reignite in-person collaborations with Skyline College partners. On-campus events included: supporting a Great American Smoke-Out (GASO) event in November 2022, providing education about the new tobacco-free campus policy (flyer thumbnail to right), presenting about SFCHC's health equity services (including tobacco-related, behavioral health, and LGBTQ+ services) to Skyline's LGBTQ+ student club, and tabling at the March 2023 Skyline College Health Fair to offer education around tobacco, substance use, and other services offered by SFCHC.



The extent to which the policy was being implemented districtwide was evaluated in June 2022 via (i) a public opinion poll (POP) and (ii) an observational study led by Breathe California at all three college campuses. POP reports shared by Breathe California⁷ suggested that although 81% of students, faculty, and staff polled (n=308, with approximately 100 people per campus) were supportive of the 100% tobacco-free campus policy, nearly three quarters were not aware of the policy, suggesting the need for more education around the policy.



Only 27% of SMCCCD students, staff, and faculty surveyed in June 2022 were aware of the district-wide tobacco-free campus policy.

Observational data collection reports shared by Breathe California⁸ reinforced the POP finding that the policy was not being implemented. While Breathe California did not see many people actively smoking or vaping on campus, they found designated smoking areas and tobacco litter on all three campuses, to varying degrees. Only one college (Cañada) had “smoke-free” signage, and at that college, other tobacco-related signs seemed to conflict with a tobacco-free message (such as signs stating “no smoking in this area”). These observational data, paired with limited campus member awareness of the policy (demonstrated in the POP), suggested that the district-wide tobacco-free campus policy was not yet being implemented as of June 2022. Community expertise from the *Only Fog* faculty champion verified this information, as the faculty member shared that no formal announcement of the tobacco-free campus policy had been made to district staff at that time.

Policy Implementation and Outcomes

In August 2022, midway through Year 5 of SFCHC’s project, *Only Fog* notified SFCHC and Breathe California that the district had officially announced the tobacco-free campus policy to the all-district employee e-mail list, with a starting date of August 17, 2022 (thumbnail below). The announcement also noted that cessation resources could be accessed through the campus Health Centers and Student Health Promotion.



AS OF AUGUST 17, 2022, SMCCCD WILL BE A SMOKE & TOBACCO-FREE DISTRICT

In March 2023, SFCHC conducted a second wave of post-policy adoption observations on the Skyline College campus. Data collectors revisited the same 14 campus locations observed in November 2019.

Student data collectors assessed the status of tobacco litter, tobacco-related signage, and secondhand smoke and vapor exposure. Data collectors from a campus sociology class first completed a virtual training that included information about why tobacco is a racial equity and justice issue, why tobacco-free campus policies are important to advancing health equity, and how observational data collection can be used to assess policy implementation. The training also shared the findings from the baseline (2019) observations at Skyline College. Following the training, student data collectors participated in a brief, in-person training prior to data collection.

Findings related to signage

Findings suggested that, since the June 2022 observational study conducted by Breathe California, Skyline College had taken down “designated smoking area” signs and smoking receptacles. However, the large campus directory maps posted across campus still identified designated smoking areas (Figure 5).

Figure 5. Skyline Campus Directory posters still show designated smoking areas, as of March 2023.



In addition, new signage emphasizing a tobacco-free campus policy was not yet posted. This information was consistent with SFCHC’s understanding that the district was still working on developing signage.

Findings related to people smoking or vaping

The number of people seen smoking and vaping was comparable to 2019 and 2022 observations, with one person observed in 2019 and no people observed in 2023. Because data collection took place during class time, it was unsurprising that neither observation saw many people smoking or vaping. It is worth noting that June 2022 data from Breathe California—which were collected during periods of heavy foot traffic, also did not identify any people actively smoking or vaping on campus; however, this may have been influenced by a smaller campus population during the summer.

Findings related to tobacco litter

Compared to the baseline data collected at Skyline College in November 2019, the amount of tobacco litter observed in March 2023 was 69% lower, with approximately 100 pieces of litter counted in March 2023 (compared to 318 pieces counted in 2019). A decrease in tobacco litter may suggest that the November 2021 policy adoption, August 2022 policy announcement, and removal of designated smoking areas may have reduced the amount of smoking and vaping at these campus areas since 2019. However, these findings should be interpreted with caution for these reasons:

1. **Limitation 1. Turnover in student population and/or social norms around where tobacco is used.** Skyline College students typically attend the college for two years before transferring; this means that the student community at Skyline nearly completely turned over between 2019 and 2023. While demographic data for Skyline students was consistent in this time period (as evidenced by the Skyline College Student Enrollment Dashboard⁴), the proportion of students who use tobacco may have changed.

2. **Limitation 2. Overlooking of current places where tobacco is used.** Even if the proportion of campus community members who use tobacco stayed constant between the two waves of observation, remote learning between 2020-2021, plus the removal of designated smoking areas in late 2022, may have shifted social norms around where people use tobacco, without norms being “passed down” from more senior students. If this were true, the select observation locations may have missed the locations where tobacco is currently used on campus. Current places where tobacco is used may also have been overlooked if policy implementation has pressured campus community members to use tobacco in more remote areas of campus. While SFCHC made efforts to scan the campus more broadly (beyond the observation locations) for tobacco litter, they may not have covered all areas thoroughly.
3. **Limitation 3. COVID-19-related changes in tobacco use by young adults.** The COVID-19 pandemic may have changed the proportion of campus community members who use tobacco. While the data on young adult tobacco use during the pandemic is challenging to interpret, findings from the California Health Interview Survey suggest that the rate of cigarette use and vaping among young adults (18-25 years) decreased between 2018 and 2021 in the Bay Area counties and statewide.⁹ If this trend continued after 2021—which is uncertain—a decrease in tobacco litter may simply be a reflection of decreased overall tobacco use on campus.
4. **Limitation 4. COVID-19-related changes in in-person vs. virtual learning.** At the time of the pre-policy observations (2019-2020 school year), approximately one fifth of Skyline

College enrollments were for online courses. According to a faculty contact, in the 2022-2023 school year (the time of post-policy observations), approximately half of enrollments were for online classes. Therefore, while overall enrollment numbers between 2018 and 2022 were comparable, the actual number of students on campus may have been much lower during the second wave of observational data collection. With this 30% decrease in in-person class enrollment, a 69% reduction in tobacco product waste is less substantial.

5. **Limitation 5. Varying dates and times for the two waves data collection.** The time of day, day of the week, and time of the year were different for the first and second waves of observations (11:30am vs. 9am, Friday vs. Wednesday, November vs. March), due to the need to conduct data collection with students during class periods. With respect to time of day, it is possible that more students use tobacco later in the morning than at 9am, or that more students are on campus by 11:30am. With respect to the day of the week, campus cleaning schedules may make tobacco litter more likely on certain days of the week. Finally, with respect to time of year, it is possible that seasonal factors, such as student stress (such as stress around final exams or holidays) may influence the rate and frequency of tobacco use on campus.
6. **Limitation 6. Inclement weather.** The second wave of observations took place during a week of the “Bay Area Freeze” that was remarkably cold and mostly rainy, which may have impacted how often and where campus community members smoked or vaped outside on campus.

Interpreting findings further with community expertise

To better understand findings and assess whether they resonated with the expectations of campus community members, SFCHC coordinated a debrief with the campus data collectors, to take place in May 2023. At the debrief, SFCHC intends to share findings and guide data collectors in discussion about what the findings meant to them, whether they found the findings surprising, and what they felt the implications were for the tobacco-free campus policy. Data collector reflections will be shared with Breathe California, the CTCP-funded project who will continue to work with SMCCCD to fully implement the 100% smoke- and tobacco-free campus policy districtwide. Breathe California will also be invited to attend the debrief.

Disseminating findings about policy effectiveness

SFCHC disseminated observational data collection report (including the interpretation supported by data collectors from Skyline College) to Breathe California partners, who continued to support policy implementation after SFCHC's grant ended in April 2023. SFCHC also shared the report with *Only Fog*, who then shared the materials with the Skyline College administration and the SMCCCD Board of Trustees.

CONCLUSION AND RECOMMENDATIONS

Key Lessons Learned

SFCHC's objective of adopting a tobacco-free campus policy in the three San Mateo County Community College District (SMCCCD) community colleges was met, with a 100% tobacco- and smoke-free campus policy adopted by the SMCCCD Board of Trustees in 2021. Observational data from Skyline College—collected before and after policy adoption—suggest a 69% reduction in tobacco litter; however, as noted earlier in this report, results should be interpreted with caution given the many differences in campus environment between 2019 and 2023, especially differences in the proportion of in-person vs. online enrollments. SMCCCD has yet to post consistent tobacco-free signage messaging at the three community colleges. Breathe California—a CTCP-funded grantee—will continue to support implementation at SMCCCD. Breathe California will also continue to assess the extent to which campus community members are aware of the policy and the extent of tobacco litter, tobacco-related signage, and secondhand smoke and vapor exposure on campus.

From this five-year project, SFCHC has identified the following key lessons learned:

1. **Finding a champion is critical to policy adoption.** The most important facilitator of SFCHC's success was our strong support from and collaboration with a dedicated Skyline College faculty

member. SFCHC first came in first contact with the faculty member through their work with the LGBTQ+ student group Skyline College. The faculty member had connections to all three campuses in SMCCCD and introduced SFCHC to key stakeholders, decisionmakers, and the nuances of how policy adoption worked in the district. Through the faculty member’s network, SFCHC and *Only Fog* were able to give an educational presentation to the District Board of Trustees about tobacco-free campuses.

2. Ongoing and meaningful community partnership is key to success. Including student and faculty partners in every step of SFCHC’s work at Skyline College was essential to the adoption of a tobacco-free campus policy. The partnership between SFCHC staff and *Only Fog* at Skyline was initiated by participants’ shared passion for social justice and sustained through genuine relationship-building, trust, and reciprocity. Exit interviews with *Only Fog* members highlighted the importance of an authentic partnership in which SFCHC was willing to support Skyline campus activities and efforts as much as it asked for support with CTCP-funded activities. *Only Fog* members emphasized the importance of skill-building for their student leaders that was transferrable to their future careers. *Only Fog* members also emphasized the importance of the lived experience of SFCHC staff—who were all young adults of color from the LGBTQ+ community—in relating to students who were involved with *Only Fog* or other project activities (such as data collection activities and activities in collaboration with the campus LGBTQ+ club).

3. Intersectional approaches engage diverse stakeholders and are more inclusive of the LGBTQ+ community. Although SFCHC was a regional CTCP grantee focused on the LGBTQ+ priority population, they quickly learned that a lens narrowly focused on the LGBTQ+ community would not be effective for their work on community college campuses. For example, SFCHC learned that many students on SMCCCD campuses may not openly identify as LGBTQ+. They needed to conduct outreach and tobacco-related health education to other student clubs, the Arts, Language and Communication Learning Communities, and the Associated Students at Skyline Colleges to reach LGBTQ+ students. A broader, “beyond LGBTQ+” approach also supported intersectionality in SFCHC’s outreach and embraced the diversity of people who are LGBTQ+, rather than treating them as a monolith. Ultimately, through an intersectional approach, SFCHC was able to educate the campus community about tobacco as a social justice issue broadly and develop materials that included, but were not limited, to the LGBTQ+ community (thumbnail to right). This approach was effective in engaging a broader audience of students access in LGBTQ+ tobacco-related health education and allowed SFCHC to engage with, educate, and collaborate with students from many different social groups who have been preyed upon by the tobacco industry.



4. **Political and social context can create unexpected window of opportunity or challenges.** The Fall 2019 media surge around vaping-related illness and the emergence of COVID-19 in February 2020 posed both opportunities and challenges to SFCHC’s objectives. In response to these unexpected shifts in context, SFCHC had to adapt its approach and move quickly to leverage opportunities and counter challenges. SFCHC learned the importance of being ready to adapt intervention and evaluation activities to new circumstances and benefitted from using many channels of technical assistance, including the Tobacco Control Evaluation Center, the Tobacco Education Clearinghouse of California, and CTCP.

Sharing this Report

SFCHC staff will share this Brief Evaluation Report with *Only Fog*, the Skyline College stakeholder group consisting of faculty and students who collaborated on this effort. In addition, SFCHC will disseminate findings to other CTCP-funded Competitive Grantees, Local Lead Agencies, and Statewide Partners who are working at community colleges, with the LGBTQ+ priority population, and/or in San Mateo (CYAN, San Mateo Local Lead Agency, Breathe California, WeBreathe).

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