

## MEMO

**To:** University Counsel  
**From:** Executive Board  
**Date:** August 27, 2018  
**Subject:** Smoke-free Campus  
**Author:** Prevention Team  
**E-mail:** a.i.mosterd@uvt.nl

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### Introduction

#### **Healthy Campus: Health, Well-being and Environment**

One of the targets within Tilburg University is "Enhancing Health & Well-being". The intention is to place a number of the activities, we already do in this area, within a broader policy framework: to translate Enhancing Health and Wellbeing into our business operations in the broadest sense. In this way, there can be more synergy between these activities, we can see where extra effort is needed and we can also propagate this.

Our goal is to enhance student and employee well-being and reduce campus footprint.

Examples of activities are:

- Smoke-free campus
- Healthier choices in food options and services
- Reduce excessive alcohol consumption
- Green office
- Transportation policy aimed on stimulating cycling and public transport
- Easy accessible sports facilities
- CO2 neutral campus in 2030
- Enhancement of stress reducing facilities and park-like environment
- Healthy physical workplace environment for employees

#### **Why have a smoke-free campus?**

Looking at the core values within our strategic plan, the goal fits to make the campus smoke-free. One of the targets within Tilburg University is "Enhancing Health & Well-being". We feel responsible for our students and, within the framework of sustainability, we want to achieve a smoke-free generation. In 2020, there will be a new Tobacco Act, which states, among other things, that all high schools must be smoke-free. Whether this will also apply to higher education is not yet known, so it is up to the higher education sector itself to strive for a smoke-free environment. The new social standard "no smoking" must also be made visible on our campus.

Smoking and passive smoking are the most important sources of health loss in the Netherlands. On average, smokers die ten years earlier than non-smokers. The younger people start smoking, the more likely they are to remain addicted throughout their lives. Smoke-free schools/school

grounds help young people make healthy choices and a smoke-free campus will likewise contribute to this. Research has shown that many students start smoking for the first time when they start studying. We believe that, as a university, we have a responsibility to provide students with a healthy and smoke-free learning environment.

In 2017, a start was already made by banning smoking near (main) entrances to buildings, and a smoke-free campus could be the next step.

### **Facts and figures**

- In the Netherlands, 100 children start smoking every day.
- 70% of the smokers start smoking before the age of 18.
- Nearly 20.000 people die every year from smoking and 2.500 from passive smoking.
- A quarter of all smokers do not make it to their retirement. Half of the smokers die of their addiction.
- Nicotine reaches the brain within 8 seconds. It is as addictive as heroin. Smoking is not a choice, it is an addiction.
- Half of the smokers light their first cigarette on school grounds.
- After four weeks, students who start smoking already suffer from addiction symptoms.

In fact, everyone agrees: students should receive their education in a healthy environment. This also includes a smoke-free campus. As long as there is no national legislation, universities must take action themselves. This means that we can make policy arrangements for on and around the campus.

### **What arrangements should we make?**

- Offer support for quitting smoking. It is possible for staff to stop smoking with external (paid) support.
- Set up an anti-smoking policy; the main focus is on prevention.
- We aim to have Tilburg University completely smoke-free in two years' time<sup>1</sup>.
- Personnel have an exemplary role to play.
- Clear monitoring and enforcement for one year through extra deployment of surveillance.
- Each member of staff shall have co-responsibility.
- No exceptions!

### **Introduction of a smoke-free campus**

In order to implement a smoke-free campus, clarity is a prerequisite. The Executive Board have decided to have the campus completely smoke-free by August 1, 2020 at the latest. As from 1 September 2019, the policy will be implemented and the smoking ban will come into force. This requires for the scientific and support staff, the University Council, and the Labor Representation Board (LO) to support this choice. The establishment of a smoke-free campaign requires an extra budget. HR was asked to investigate at the Labor Representation Board whether the decentralized employment conditions-budget can be used for this purpose. A working group will be set up to work out/implement the various steps that have been appointed in the action plan below:

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<sup>1</sup> Where we manage the building and site together with other organizations, we try to make arrangements, which are in line with those made within Tilburg University.

- Launch a promotion campaign to prepare employees and students for the road to a smoke-free campus;
- Set up a new policy;
- Set up a student information campaign (also for open days);
- Inform HR about which activities they should outsource to the employees and supervising them;
- Inform FS of and monitor the actions to be taken;
- Adjustment of the house rules Tilburg University;
- Adjustment Student Charter.




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**ROOKVRIJE  
 GENERATIE**



### Action plan

When	Implementer	What	Costs
Aug 2018	Director FS	Compose workgroup 'smoke-free campus' under the leadership of director FS	-
Till November 30, 2018	M&C Workgroup	Information trajectory for students and staff.	
Before December 31, 2018	Workgroup M&C	Set up a new policy. Information campaign ready for students 2019-2020 (also on open days)	-
Before December 31, 2018	Workgroup	Overview to HR with the activities towards the staff (smoking support, sanctions policy, communication to staff and third parties, etc.).	
January 2019	HR	Expand the Options Model of Employment Conditions with: external (paid) support to stop smoking <sup>2</sup>	
January 2019	FS	<ul style="list-style-type: none"> <li>- Order facade flags "towards a smoke-free generation" (5x).</li> <li>- Order posters as a prior notice "smoke-free campus";</li> </ul>	

<sup>2</sup> If it is not covered by the basic healthcare insurance

When	Implementer	What	Costs
		- Order signs(10x): 'You are on the campus - towards a smoke-free generation';	
February 2019	Workgroup  FS – management & maintenance	- Overview of adjustments (signs, etc.) for the campus to FS. - The above signs are placed in various locations to indicate where the campus starts/ends.	
August 2019	Workgroup M&C	Information during the TOP week for new students	-
Start Academic Year 2019	FS Legal Affairs	Adjustment of the house rules Tilburg University Adjustment Student Charter	-
September 2019	FS – management & maintenance	Extend the signs with the 'SMOKE-FREE' logo at the entrances of the campus.  Remove the smoking areas on the campus.	
September 2019 – August 2020	FS – Safety & Security	Additional deployment of surveillance for enforcement policy	
		<b>Total</b>	<b>€60.000 *</b>

\* Coverage k€2 information campaign 2018 HVC Frictiebudget.  
Coverage k€43 banners, posters and guarding 2019 HVC Frictiebudget.  
Coverage k€15 stop smoking program for staffmembers 2019 Decentralized employment conditions-budget (DAVWG).

We want to inform you about this proposal and that the Labor Representation Board (LO) agreed with the policy of a smoke-free campus and also agreed with the fact that decentralized employment conditions-budget can be used for this purpose.