



ANCHOR

ACCELERATING NATIONAL COMMUNITY HEALTH OUTCOMES THROUGH REINFORCING PARTNERSHIPS

SUPPORTING SMOKE-FREE AIR AT SIERRA NEVADA COLLEGE



Incline Village is a community of 8,000 residents on the beautiful North Shore of Lake Tahoe, Nevada. It also is home to Sierra Nevada College, a private, liberal arts school that currently enrolls more than 500 undergraduate students, and nearly as many graduate students, from all over the world. Smoking is allowed only in designated outdoor areas on campus. The coalition, Healthy Living Incline Village, is trying to increase awareness on the school’s campus about the dangers of secondhand smoke, as well as turn the college into a completely tobacco-free environment.

The Challenge

Nevada leads the nation in exposure to secondhand smoke according to one federal study. Secondhand smoke contains more than 7,000 chemicals, including hundreds that are toxic. Changing social norms around tobacco is a crucial step for colleges wanting to provide smoke-free air to everyone. As of January 1, 2016, at least 1,475 campuses around the country were smoke-free, and more than two-thirds of those schools also had gone completely tobacco free. In addition, a growing number of campuses are prohibiting the use of e-cigarettes, or vaping as it is commonly called. But at Sierra Nevada College, much work remains to turn the campus into a completely tobacco-and smoke-free institution.



“The University of Nevada, Reno is incredibly proud of becoming a tobacco-free university. We want this initiative to be focused on the positive outcome, which is health and a healthier campus.”

- Enid Jennings, MPH, CHES, Health Promotion Program Coordinator,
University of Nevada Reno

The Solution

The American Heart Association's Accelerating National Community Health Outcomes through Reinforcing (ANCHOR) Partnerships Program is working to support healthy living in communities around the country. As a leader in the Healthy Living Incline Village coalition, the American Heart Association's local ANCHOR team is working with Northern Nevada public health partners to support Sierra Nevada College in taking steps to clear the air around campus. Accepting the challenge by the Tobacco-Free College Campus Initiative, the school took a "One Day Stand" and called for the adoption of a tobacco-free policy. On November 19, 2015, in conjunction with the American Cancer Society's Great American Smokeout, the school supported the dissemination of smoking cessation materials at an outreach table set up inside Patterson Hall, the campus dining commons. The table was manned by ANCHOR's regional campaign manager along with a volunteer for Healthy Living Incline Village, an alliance of area residents and health care professionals and organizations. The booth helped raise visibility of anti-tobacco efforts on campus. Several dozen students visited the table, with many of them picking up smoking cessation kits, sampling heart-healthy snacks, and answering surveys that will be used to assess the campus's readiness to go completely tobacco-free. These efforts are creating an upsurge of support across the campus and throughout the wider community, laying the foundation for smoke-free policies not only at Sierra Nevada College, but all through Incline Village.

Sustaining Success

The ANCHOR-led coalition solidified its partnership with Sierra Nevada College by meeting recently with the new campus president, who came on board in September 2015. Meetings with the president's cabinet members to enlist their support for developing a path to turn the school into a tobacco-free campus are also underway. The coalition also will continue working closely with the nearby University of Nevada-Reno (UNR), which became a completely tobacco-free institution in the fall of 2015 with help from public health partners, its campus wellness department, the school's student government, and its facilities maintenance department. UNR is sharing its best practices with Sierra Nevada College as the school strives for a similarly successful tobacco-free path.

Policy, System and Environmental Change

The Washoe County Health District and other public health partners, including the Healthy Living Incline Village coalition, are fighting to keep the air in their community clean and healthy. By offering mentoring, technical assistance and educational materials to campuses attempting to go smoke free, coalition partners are creating momentum for the adoption of tobacco-free policies that have the potential to change and improve their environment.

Results

The coalition has identified and engaged faculty and staff champions across the Sierra Nevada College Campus, including the College President, the Dean of Students, and Student Life Coordinator. Building this strong school leadership team has created a groundswell of support and increased the college's readiness to adopt a campus-wide tobacco-free policy. Healthy Living Incline Village has also fostered a relationship between Sierra Nevada College and the tobacco-free UNR. Leveraging UNR's experiences and best-practices has further strengthened the tobacco-free campus movement. Additionally, the coalition is engaging Sierra Nevada students by supporting their efforts to give up smoking and tobacco products. The ANCHOR regional campaign manager provided cessation tips and resources as part of the Great American Smokeout, and offered various prizes as incentives for giving up tobacco products. The gifts were used as part of a drawing that students also were eligible to enter for completing an anti-tobacco assessment survey. This multi-level approach that engages school leadership, community partners, and students has created a strong united front, increasing momentum for a tobacco-free Sierra Nevada College.

Get Involved

Healthy Living Incline Village will continue to identify additional opportunities for campus education and outreach, as well as to invite additional community partners to join the efforts. To show support or get more information about smoke-free communities, contact [the American Heart Association's Reno office](#).