

Tobacco-Free Campus at Georgia Southern University: Student Opinions and Apprehensions

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Executive Summary

The purpose of this research was to determine the opinions and apprehensions of Georgia Southern University (GSU) students in regard to a tobacco-free campus and to define the most effective way to implement a tobacco-free policy in order to create a healthier campus environment. The client enlisted the help of Public Relations Research students to determine whether or not students at GSU were engaging in tobacco use while on campus and whether or not they would support the implementation of a tobacco-free campus. This research will assist the client in getting approval from the Presidential Cabinet, Faculty Senate, Staff Council, and Student Government Association to begin enforcing an implementation plan to establish a tobacco-free campus.

The problem being researched was the seemingly large number of students engaging in tobacco use on campus and the effect it had on the campus's environment and the health of both tobacco users and non-tobacco users alike. The client wishes to decrease harm from the use of tobacco products and from secondhand smoke, establish an environment that encourages individuals to be tobacco-free, create a sense of campus wellness, and promote a tobacco-free future at GSU.

The research was completed to answer one research question:

RQ: What are GSU student opinions and apprehensions towards the implementation of a tobacco-free campus?

The research was performed using three methodologies: participant observations, paper surveys and a focus group. Three participant observations each lasting 30 minutes were completed outside the Henderson Library, the College of Business Administration and the Russell Union. The paper surveys were distributed in classrooms of various academic buildings

and in different areas across the GSU campus using the non-probability sampling method. The paper surveys were completed by 264 students. Lastly, a 30 minute focus group consisting of eight participants was completed. The participants were asked to participate by the researchers based on whether they were students. The incentives for participating in the focus group consisted of free refreshments and pizza. The focus group was held in the Veazy Hall conference room located on the GSU campus. The results of each methodology were analyzed.

The three methodologies allowed the researchers to conclude the following major findings:

- Student tobacco users often improperly disposed of tobacco products after use.
- People tended to avoid individuals using tobacco either by entering academic buildings through a different door or walking on the opposite side of the sidewalk.
- Most students, tobacco and non-tobacco users alike, claimed that they would prefer designated smoking areas set and marked around the Georgia Southern campus over a completely tobacco-free campus.
- Students raised concern and confusion over how the tobacco-free campus would be regulated and enforced.
- Students view being able to use tobacco on campus is an individual right.
- Students support the idea of instating programs to aid individuals who wish to quit using tobacco products.

Introduction

Georgia Southern University has been recognized as one of the most beautiful college campuses in the country with its expansive green spaces and beautiful scenery. However, the use of tobacco on campus is often seen as putting a damper on the picture perfect university grounds. In addition to providing an excellent environment for the education of students, Georgia Southern University also has the responsibility of promoting a healthy environment for faculty, staff, students, and visitors. Currently, there are at least 394 tobacco-free college campuses in the nation and Georgia Southern has been given the opportunity to follow their initiative through the drive of students, faculty, and staff activists.

The client has three goals for the implementation of a tobacco-free campus. First, they want to enhance the quality of life of the campus community by providing a healthy environment for students, faculty, staff, and visitors. Second, they yearn to demonstrate commitment to key facets of GSU's mission: civility, kindness, collaboration, and a commitment to lifelong learning, wellness, and social responsibility. Last, they would like to establish GSU as the first, large research institution to implement a tobacco-free campus in the University System of Georgia.

This research is important in assisting the client in all three of their goals. This research will provide the student's opinions and apprehensions towards the implementation of a tobacco-free campus at GSU. Also, it will provide the reasons behind whether or not students would support a tobacco-free campus, allowing them to further their goal of making GSU a more healthy campus environment.

The purpose of this research is to determine the opinions and apprehensions of GSU students in regard to a tobacco-free campus and to define the most effective way to implement a tobacco-free policy in order to create a healthier campus environment.

The researchers will discuss the three methodologies used and their results, the limitations encountered, and recommendations for promoting the elimination of tobacco use in order to create a healthy campus environment.

The application and examination of findings from previous research is essential when researching student's opinions and apprehensions towards the implementation of a tobacco-free campus and the effect tobacco use has on the campus environment and individual health. The researchers have analyzed articles based on what influences tobacco use in college students, the success of other tobacco-free policies as well as the beliefs and concerns from a variety of students from multiple colleges and universities across the United States. These studies have provided support for the research question and aid the emergence of similar themes between previous research and this research.

Some articles that the researchers analyzed were Ott, Cashin and Altekruise (2005) *Development and Validation of the College Tobacco Survey*, which analyzed the environmental and social norms that influence college student's tobacco use habits. Also, Rigotti, Regan, Moran, and Wechsler (2003) *Students' opinion of tobacco control policies recommended for US colleges: a national survey*, which examined the degree to which students support campus tobacco control policies. Lastly, Thompson et al. (2006) *Preferred Smoking Policies at 30 Pacific Northwest Colleges*, examined student perceptions and opinions on different smoking policies, the schools' responsibilities to students concerning tobacco use and efforts toward compliance and enforcement of the restrictive smoking policies.

Each of these articles has provided a unique perspective of the research on student support and beliefs in regard to the implementation of a tobacco-free campus. Ideas from each article have been established and intertwined into this particular research.

Literature Review

Many efforts to create a healthy campus environment through implementing a tobacco-free policy have been demonstrated throughout multiple colleges and universities across the country. It is important to examine the previous research and studies in order to achieve a better understanding of the obstacles currently facing GSU. Secondary research that focuses on the tobacco habits of college students and the successful implementation of tobacco-free policies at other universities and colleges have helped the researchers develop a more concrete rationale for performing the current research.

The American College Health Association (2005) promotes tobacco-free campuses and provides recommendations for colleges and universities seeking to address the termination of tobacco use on campuses. ACHA supports the Surgeon General's classification of all tobacco products as a significant health hazard, the U.S. Public Health Service's goal to reduce the amount of adult tobacco users and Healthy Campus 2010's goal to reduce college student's cigarette and smokeless tobacco use (The American College Health Association, 2005). The American College Health Association (2005) offers 11 steps for colleges and universities to follow when creating a tobacco-free policy. These steps include: developing a tobacco policy, informing the campus community of the tobacco policy, offering prevention and education incentives, promote programs to end tobacco use, prohibit the sale or distribution of tobacco products on campus, prohibit sponsorship from tobacco companies, prohibit tobacco use in all public campus areas, prohibit tobacco use in campus-owned housing, identify tobacco-free areas, prohibit smokeless tobacco, and continuously enforce the tobacco-free policy (The American College Health Association, 2005). The 11 recommendations used to address tobacco issues on college campuses offer strategies and guidelines for the implementation of tobacco-free policy at

GSU. Reading this article provided ideas for the researchers to follow when suggesting the plan of action to the client. The foundation of an effective tobacco-free campus policy will come from strategies and helpful guidelines that have proven to work at other universities. The next researchers in the articles examine student opinions of tobacco-free policies at other colleges as well as state-wide campaigns that promote tobacco-free campuses.

Thompson et al. (2006), *Preferred Smoking Policies at 30 Pacific Northwest Colleges*, analyzed “student perceptions of tobacco-free policies, the college or university’s responsibility to students in regard to tobacco use and student opinions on efforts to comply and enforce restraining smoking policies” (p. 587). The goal of the research was to examine the preferred smoking policies among college students. The study consisted of surveying randomly selected students from 30 different 4-year colleges in the Pacific Northwest. Research by Thompson et al. (2006) shows that “the majority of students, including current smokers, favor policies that state where smoking is and is not allowed” (p. 591). The majority of students that participated in the study also support policies that “favor clear air over the right to smoke” (p. 591). The article is imperative when researching GSU student’s opinions and apprehensions towards a tobacco-free campus because it provided insight to student views from other schools. The researchers in this article proved that reluctance in implementing a tobacco-free campus is not necessary because most college students approved restrictive smoking policies.

Research conducted by Rigotti, Regan, Moran, and Wechsler (2003) examine student support for tobacco control policies. Similar to other articles in these studies, students aged 18-24 were the main focus of this research. “A questionnaire was distributed to 10,904 random students to assess students’ demographics characteristics, tobacco use, opinion of proposed tobacco control policies, awareness of their school’s policy about smoking in student residences,

and the current smoking policy of their residence” (p. 252). A second questionnaire was distributed to the administrators of the schools where the surveyed students attended in order to learn the school’s smoking policies (Rigotti et al., 2003). The question of value used to assess attitudes regarding tobacco control policies on campus was: “To what extent do you support or oppose the following possible school policies about smoking” (Rigotti et al., 2003, p. 252). More than 75% of the students supported a ban on smoking in all campus buildings and supported restrictions on tobacco marketing on campus (Rigotti et al., 2003). Banning tobacco sales on campus was supported by 60% of students, and half favored banning tobacco in the campus bars (Rigotti et al., 2003). The study found strong support for all proposed policies among a large, nationally presentational portion of college students across the United States (Rigotti et al., 2003). The smoking prevalence among schools demographically across the nation and the response rates did not differ between schools with or without smoke-free policies (Rigotti et al., 2003). The importance of this article was to examine student attitudes towards smoking policies at other colleges and universities and show that student support of strict smoking policies is essential to the effectiveness of a tobacco-free campus at GSU.

Smith, Applegate, and Seo (2006) collected awareness and opinion data from a Midwestern university concerning individual tobacco use, patronage to smoke-free establishments, and support for tobacco-free policies at the college level. Smith, (2006) wanted to “address the demographic predictors for college students’ support of local bars and restaurants after the passing of a public smoking ban ordinance at the local level and the specific demographic predictors for college students’ attitude toward a tobacco-free campus” (p. 239). Research by Smith (2006) support that the “decisions of college students regarding tobacco use may also significantly influence the likelihood of creating and implementing campus ordinances that

prohibit smoking” (p. 239). Recommendations for creating an effecting tobacco-free policy at colleges and universities are also provided. This research created a foundation for uncovering the underlying reasoning behind student’s attitudes toward tobacco and tobacco-free policies which related to the research being conducted on GSU students. Using this study will help the researchers decide the most effective way to build upon the research that was conducted in the article.

Morrison and Talbot (2005) researched Florida’s response to tobacco companies’ campaigns targeting 18-24 year old college students by creating a statewide tobacco prevention program directed towards college populations. “The Student Tobacco Reform Initiative: Knowledge for Eternity (STRIKE) program focuses on increasing student awareness of the harmful effects of tobacco, increasing the prevalence of tobacco cessation programs, increase the amount of students engaging in tobacco prevention, and changing university policies to ensure Florida’s campuses become tobacco-free” (Morrison & Talbot, 2005, p. 193). Within STRIKE meetings, they came up with a 4-step guiding process known as TRUCE: Targeting, Resource Identification and Unification for College Peer Education (Morrison & Talbot, 2005). Through this 4-step process, their intentions were to collaborate with other college campuses who were involved in the normalization of college wellness concepts. STRIKE was a successful campaign in creating awareness and supporting college student’s advocacy against the marketing of tobacco on college students by creating awareness of the harmful effects of tobacco use amongst nine different colleges in the state of Florida. These findings prove to have reasonable insight on the cessation programs and ways for Georgia Southern to react to tobacco companies who design campaigns for college students age 18-24 and how to deal with such problems. It is important for GSU to consider the effectiveness of state-wide programs. The next important aspect of

implementing a tobacco-free campus is to determine the effectiveness of cessation services supplied by colleges that implement tobacco-free campuses.

Mooney (2001) offers three suggestions for helping the large number of college students who want to quit and the lack of cessation services and programs available to those students. The first suggestion encourages “students interested in cessation programs to come with a peer” (Mooney, 2001, p. 141). Mooney (2001) acknowledges the effect of peer pressure on student tobacco use and suggests channeling the peer pressure to attending smoking cessation programs instead. The second suggestion implies that a successful cessation program is staffed with health educators, nurses, or peer educators (Mooney, 2001). Programs that follow these guidelines can treat both addictive behavior and psychological behavior, which proves to be most effective (Mooney, 2001). Mooney (2001) suggests bringing “education and intervention to the student rather than waiting for the student to come to the service center” (p. 141). The suggestions by Mooney (2001) should be taken into account by Georgia Southern if a tobacco-free campus is implemented. The proper guidelines for effective cessation programs will deem successful to tobacco cessation programs at GSU.

Borders, Xu, Bacci, Chohen, and SoReelle-Miner (2005) analyzed college tobacco control policies and preventative cessation programs affect on the tobacco use of college students. A web-based survey was conducted by Texas Tech University Health Sciences Center’s institutional review board covering students’ past and current use of tobacco products and their responses to tobacco marketing (Borders et al., 2005). Borders’ et al. (2005) research found that the restriction of tobacco distribution, prohibition of tobacco sales, smoking restrictions on campuses were ineffective in influencing tobacco behavior in students. A decrease in tobacco use in students was seen where prevention-oriented programs were

implemented, but the lack of research on the efficiency of such campaigns on college campuses has been conducted paving the way for future research. Borders' et al. (2005) research is helpful to the research on GSU students because it outlines what has not been researched, this provides the opportunity to build upon the research previously conducted by Borders et al. (2001).

Harris, Stearns, Kovach, and Harrar (2009) analyzed the effectiveness of an outdoor tobacco-free policy on a college campus. As part of the research, cigarette receptacles were moved outside a 25-foot smoke-free zone, smoke-free zones were labeled by prominent ground markings, signs were added promoting the outdoor smoking ban, and positive reinforcement cards were issued to those who smoked on campus in the smoke-free zones. Harris et al (2009) called these four enforcement strategies the enforcement package (p. 122). The methods used by Harris et al. (2009) may provide some insight in beginning an effective tobacco-free campus policy at GSU. Harris et al. (2009) states, "the enforcement package successfully increased smokers' compliance with the outdoor smoking ban" (p. 124). The use of an enforcement package could potentially introduce GSU students to the idea of a tobacco-free policy and gain their support. This idea was effective and could serve as an alternate option to a completely tobacco-free campus.

Last, using an effective research instrument is essential to researching GSU students. Ott, Cashin, Altekruise (2005) performed research "in order to develop a research instrument that would be successful in measuring campus cigarette use and behavior after exposure to social norms programs and changes in environmental policy" (p. 231). The researchers examine the cigarette use in college students, environmental restrictions, misperceptions of use by peers, and the development of the College Tobacco Survey. The College Tobacco Survey uses an environmental and social norms approach, coupled with a cessation program on a residential

campus with an enrollment of 10,000 students as a part of a comprehensive tobacco prevention/intervention program. Ott et al. (2005) determined that “out of the 1,279 students surveyed, 52.7% have smoked within the past year and eighty-nine percent of the tobacco users want to quit before graduation” (p. 233). The College Tobacco Survey preliminary findings successfully proved to be valid and reliable. The research by Ott et al. (2005) helped the researchers mimic some of the successful strategies used in the College Tobacco Survey in the paper survey distributed to GSU students.

Method

The researchers used three methodologies to collect information from GSU students regarding the implementation of a tobacco-free campus. The first methodology used for this research was the qualitative research method of participant observation as a complete participant. Participant observation as a complete participant permitted each researcher to focus on the tobacco and non-tobacco habits of students in their normal environment. The researchers observed the students without disturbing or interacting with any of the participants being observed.

Each of the three researchers selected a building on the GSU campus, a day, and a time slot of approximately 30 minutes to observe the students that entered, exited, and gathered in the researcher’s observation area. Each researcher observed the students while paying attention to how tobacco products were disposed of, tobacco user habits and the non-tobacco user’s reactions to the students who were using tobacco.

Researcher one conducted a participant observation outside the Russell Union on Tuesday, March 23, 2010 from 2:00 p.m. until 2:30 p.m. Researcher one chose this particular location because it is a heavily traveled area on the GSU campus. An estimated 50 students stood

outside the entrance and/or side of the building during the 30 minutes of observation. During the observation period, the researcher focused on the entrance of the Russell Union as well as the walk-way in front of the building. The researcher specifically focused on the cigarette receptacles around area one in order to get a full perspective of the students' disposing habits. The researcher observed the types of tobacco products that the students were using and documented where the tobacco products were being disposed.

Researcher two conducted a participant observation Wednesday, March 24, 2010 outside of the College of Business Administration building on the GSU campus. The observation lasted from 10:30 a.m. until 11:00 a.m. The researcher was positioned in the sitting area behind the COBA building which is adjacent to the Newton building. Researcher two chose this location because it was a convenient spot for students to sit, relax and mingle. An estimated 40 students passed through the area during the time of observation. The researcher focused on the areas near trash cans to monitor the method of the disposal of the tobacco products by students. Also, researcher two observed the tobacco use of students in a social setting.

Researcher three conducted a participant observation on Thursday, March 25, 2010 behind the Henderson Library on the GSU campus. The observation took place from 1:30 p.m. until 2:00 p.m. The researcher chose this location because students are constantly entering and exiting the building. Approximately 50 students entered, exited, or stood in front of the library doors during the 30 minute time frame. The researcher observed the how students dispose of tobacco products before entering an academic building as well as the use of tobacco upon exiting the building.

The second methodology that the researchers used to collect data from GSU students was a paper survey. This incorporated the method of non-probability sampling because every

member in the GSU student population could not be reached in the time frame allotted for conducting the research. Non-probability sampling allowed a quick and efficient way to distribute the surveys and calculate the results of student's responses. The non-probability techniques used when distributing the surveys included: convenience sampling, purposive sampling and volunteer sampling. Convenience sampling was practiced because a majority of the participants were selected based on their availability to the researcher. The survey was based solely on student views; therefore, only students were selected which exercised purposive sampling. Volunteer sampling also was used because participants were chosen depending on their agreement to take the survey.

On the weekdays between March 23, 2010 and April 2, 2010, surveys were randomly administered outside of Russell Union, the COBA building, Henderson library, and Veazy Hall during 8 a.m. and 5 p.m. The surveys were disbursed in person by the researchers directly to students. Various classrooms within Veazy Hall and the COBA building were also issued the survey during the previously specified time frame. There were 264 total surveys distributed and recorded for analysis.

The third methodology used for this research was a focus group based on parameters. The parameters being that each participant is a GSU student. The focus group was an informal research methodology used to observe student reactions to a series of questions during a controlled discussion. The researchers requested the participation of approximately 15 individuals, eight of which took part in the focus group. There were two cigarette users, two smokeless tobacco users and four non-tobacco users. A moderator from the three researchers was selected to lead the focus group. The other two researchers were also present; one as the assistant to the moderator, and the other as a note-taker.

The focus group was conducted at 7:00 p.m. on Tuesday, April 6, 2010 in the conference room of Veazy Hall on the GSU campus. The participants sat in a sphere of chairs facing each other while the moderator also sat in a chair facing the participants. The other two researchers sat in chairs on the immediate left-side of the moderator. In the middle of the chairs there was a large table where the tape recorder was set in the middle. The volunteer participants were provided with pizza and beverages as an incentive and also to help create a more casual and comfortable atmosphere.

The focus group began with the moderator stating the objective and purpose of the discussion. The participants were then asked by the moderator 10 different questions: one opening question, one introductory question, one transition question, six key questions, and one ending question in relation to their opinions and apprehensions towards the implementation of a tobacco-free campus. The discussion was recorded by the researcher's tape recorder to capture the students' reactions and thoughts to the moderator's questions. The focus group session lasted approximately 30 minutes. After the focus group concluded, the researchers transcribed the communication that took place verbatim.

Limitations

There were a few factors that may have potentially hindered the effectiveness of the research that developed because of design flaw in the survey and procedural problems. Also, there were examples of bias because of the researcher's personal opinion on tobacco use on the GSU campus. The existence of bias could have generated skewed results as well as inaccurate research practices.

The participant observation method had a few instances where the effectiveness of research may have been hampered. First, the time of day the observation took place could have

caused distorted results because of the amount of students on campus in that specific time frame. The researcher could have accidentally missed the opportunity to observe many student's tobacco habits because of a crowded campus setting causing significant evidence to be missed. Second, the way each researcher interpreted the data could have contributed to distorted research results. Each researcher recorded their data depending on what they thought was significant which may have varied. Bias may stem from the researcher being influenced by their own opinion or view and could have caused their recorded data to either favor or oppose the use of tobacco on campus. Lastly, the data collected could be considered unreliable because the research from the participant observation cannot be repeated.

The next methodology, the distribution of paper surveys, also included factors that could have potentially skewed results. First, a major design flaw of the survey was that many students were not aware that there was a front and back to the survey. This caused disproportion in responses to the important demographic questions that were located on the back. Second, using the non-probability sampling methods of convenience and volunteer sampling to select student participants to take the survey reduced the accuracy of results. Convenience sampling allowed researchers to approach students who were convenient for them, but taking a survey may have not been convenient for the individual being pursued. This could be because of bad timing among other reasons outside of the research. Volunteer sampling may have been bias because students could have volunteered to participate because they either strongly supported a tobacco-free campus or were strongly against it. Finally, the survey only gathered information from the questions that were asked. The student respondent was not able to offer any additional information or reasons behind their answers.

The focus group also presented factors that may have potentially hindered the effectiveness of research. First, all of the participants were acquaintances of the researchers. This could have caused a more lighthearted atmosphere and participants may have not taken the session as seriously as they should have. Second, the small sample size might not be a good representation of the larger student population. Out of over 19,000 Georgia Southern students, only eight were able to participate and share their opinions and apprehensions towards the implementation of a tobacco-free campus. Although the eight participants were diverse in their opinions, they still did not represent the entire student body. Third, the participants may have felt peer pressure to give similar answers to the moderator's question. Instead of stating their own views, participants may have just gone with the flow of the conversation in fear of bringing up a controversial topic.

Results

Each researcher recorded data in regard to student tobacco use during a 30 minute participant observation on the GSU campus. After compiling all three participant observations, the researchers were able to categorize the common trends among tobacco users and non-tobacco users while in their natural, campus environment.

After collecting all of the data from the three participant observations, the researchers were able to identify common trends and make a number of conclusions. First, non-smoking students tended to avoid individuals engaging in tobacco use on campus. Second, student tobacco users were seen smoking alone, in groups and in pairs. Third, most students engaged in smoking cigarettes while walking on campus. Fourth, students properly disposed of cigarettes as well as improperly disposed of cigarettes. Lastly, no students were observed using any other tobacco products besides cigarettes.

The second methodology was the distribution of a paper survey to GSU students. Based on the 264 surveys collected, the researchers were able to gather the results and analyze the data. The researchers found that 65.9% of the 264 students surveyed currently do not use tobacco while 21.2% are tobacco users. Among the students who use tobacco, 46.7% have engaged in tobacco use for 1-3 years while 10% have engaged in tobacco use for over 7 years.

Out of the student tobacco users surveyed, 36% do not use tobacco while on the Georgia Southern campus as opposed to the 50.6% that do and 13.5% that only sometimes engage in tobacco use on campus. The majority of students who engage in tobacco use on campus answered they use tobacco on a daily basis. Among those using tobacco on campus, 67.3% use tobacco while walking on campus and 59.2% use tobacco while standing outside of academic buildings.

Of the 264 students surveyed, 34.7% are neutral to whether or not they think tobacco users should be able to use tobacco while on campus while 20.1% agree that tobacco users should be able to use tobacco on campus and 17.4% disagree. However, the majority of 27.1% would be in favor of the implementation of a tobacco-free campus while 42.8% would only support the implementation of designated smoking areas. The majority of students were neutral on whether or not they believe tobacco usage on campus directly affects student fees. If GSU became tobacco-free, 46.3% of students think the university should aid individuals who want to quit using tobacco products. By implementing a tobacco-free campus, 40.8% of students agree that it will cause other changes regarding individual rights. Out of the students surveyed, 14.6% have had respiratory issues in the past year as opposed to the 14.6% who have not. For further information, reference the data from the surveys, listed in the appendix attached to this analysis.

Lastly, the third methodology was the focus group. The focus group began when all eight participants were asked if they had ever engaged in tobacco use while on campus. Among the four who had, they had smoked cigarettes or used smokeless tobacco and had been doing so for at least five years. Those who answered that they do not use tobacco on campus also do not use tobacco off campus. The participants agreed that tobacco use on the campus had bothered them at some point, for example, **“if you’re walking down the sidewalk and somebody’s smoking a cigarette in front of you and they exhale and it’s just like gah... I mean I smoke but it gets on my nerves too”**. The participants didn’t view the tobacco use on campus as an overall problem, but more as an inconvenience and bothersome. One of the non-tobacco users stated, **“I mean it’s just the small annoyances with us I feel like just having to smell it and be around it.”** A participant who is a tobacco user agreed with her, for example, **“it’s kind of annoying like walking... it is bad at the library, you do just get dusted with cigarette smoke every time you walk in there but I mean that’s not a problem, just kind of annoying.”**

The participants were asked how they would respond to the implementation of a tobacco-free campus. The participants claimed that they would be ok with designated smoking areas set and marked around the Georgia Southern campus, for example, **“I wouldn’t mind if someone was smoking in the corner or something or not in my way; that don’t bother me that much.”** As a follow up question, the tobacco users were then asked if GSU did happen to become a tobacco-free campus, would they still use tobacco on campus despite the precedent. All of the tobacco users said that they would continue to use tobacco on campus despite the regulation. One of the non-tobacco users said that it would be hard to enforce if students continued to use tobacco on campus. For example, **“I mean what are you going to get a fine? How are they going to catch you?”** There was a consensus among all the participants that

implementing a tobacco-free campus would be hard to enforce and control. Everyone agreed that the severity of punishment should be more than simply asking to someone to stop their tobacco use.

All of the participants agreed that it was someone's individual right to use tobacco on the Georgia Southern campus, for example, **"it's someone's own prerogative if they want to go smoke a cigarette especially being in a public place. Who's to say they can't do that?"** A non-tobacco user agreed and claimed that if the students pay tuition to attend Georgia Southern, they should be able to do as they please on campus. One of the other non-tobacco users disputed the statement saying that there were students that pay the same tuition at Georgia Southern that do not use tobacco and are subjected to second-hand smoke on the campus. All participants still agreed, however, that it is an individual right to use tobacco on the Georgia Southern campus.

All the participants conceded in saying that tobacco cessation programs would be a good idea and beneficial if the campus was to become tobacco-free. Participants claimed that there should be an incentive to encourage students to enroll in the program like a credit for the class, or else the students possibly would not enroll in the program. All the participants agreed that in order for the programs to work that there needs to be a want by the tobacco user to quit smoking or else it will be useless and not beneficial, for example, **"well the people who would enroll in that program it's going be their prerogative whether they want to quit or not that's where it's going to work or not, people...they have to want to quit I mean it's kind of like rehab I guess you got to want to get better."**

Participants agreed that a tobacco-free campus would be unnoticed by those looking to attend GSU, for example, **"that's something that you find out like first day of class when you're on campus that you can't smoke."**

Discussion

After obtaining research using these three methodologies and analyzing the results, the researchers have found that several of the results validate previous studies from other universities and public health organizations. The Americans for Nonsmokers' Rights (2006) supported the theme that the improper disposal of tobacco on campus poses a problem by raising operational and maintenance costs for the college. Americans for Nonsmokers' Rights (2006) estimated "savings of \$4 billion to \$8 billion per year in building operations and maintenance costs" (p. 2). This demonstrates how the improper disposal of cigarette creates a financial problem for GSU that can be prevented by the implementation of a tobacco-free campus.

Thompson et al. (2006) examined what the preferred smoking policies among college students at 30 colleges and universities in the Pacific Northwest. A mailed survey and web survey of 14, 237 students revealed that more than two-thirds of the non-smokers thought that colleges should administer stationary areas for smokers to smoke (Thompson et al., 2006). After analyzing the results from the surveys, the researcher's current study corroborates the previous research conducted. The current research shows that the majority of Georgia Southern students, 42.8%, would be in favor of designated smoking areas set around the campus as opposed to a completely tobacco-free campus.

At a large, Midwestern, urban university, research was conducted to discover what factors influenced tobacco use among students. According to the American College Health Association, in the last two decades cigarette use among college students has increased (Ott, Cashin, & Altekruise, 2005). Ott, Cashin, and Altekruise (2005) supported that social factors play a large role in tobacco use. Out of the 1,279 students surveyed, 52.7% of students had used tobacco in the past year and indicated that 96% had close friends who smoked (Ott, Cashin, &

Altekruse, 2005). After analyzing the results of the survey dispersed among Georgia Southern students, 46.7% had recently started smoking in the last one to three years. This secondary research shows that social factors and pressure among college students increase one's chances of using tobacco.

According to Mooney (2001), "students should be educated and intervened by cessation programs on school campuses. Students will not be motivated to attend cessation and prevention programs on their own; they will need interventions to come to them" (Mooney, 2006, p. 141). The research by Mooney (2001) corresponds to the responses from GSU students participating in the focus group. The participants mentioned that many smokers would seek programs if they were more readily available and if they had an incentive to attend. Incentives proposed by Mooney (2001) are being able to attend the program with a friend while research on GSU students proposed class credit which could also provide students with the opportunity sign up for the program with a friend. Both results show that a prevention program with an incentive will create a more effective tobacco-free campus policy.

Future research to be conducted on student opinions and apprehensions toward the implementation of a tobacco-free campus should focus on the beliefs of faculty, staff and visitors as well. This would provide a more unified set of data on how every individual present on the GSU campus feels. The researchers also believe that more research should examine the effectiveness of already established tobacco-free campuses more in-depth. The client should analyze the data collected by the researchers in order to make a tobacco-free policy at GSU with student opinions and apprehensions in mind because the students will be directly affected. More surveys, polls, focus groups and interviews should be conducted on the Georgia Southern

campus. This will lead to a more adamant set of data that will provide for a better representation of the student body as a whole.

Conclusion

The research results from participant observations, the distribution of paper surveys and the focus group are beneficial to the client because it clearly explains Georgia Southern student opinions and apprehensions toward the implementation of a tobacco-free campus. The majority of students are non-tobacco users, but overall, Georgia Southern students support designated smoking areas over a completely tobacco-free campus because they believe tobacco use to be an individual right. Tobacco users, as well as non-tobacco users, are bothered by cigarette smoke as well as smokeless tobacco, but agree that the designated smoking areas would decrease the annoyances that tobacco use on campus poses. Students believe that preventative programs that provide an incentive, such as class credit, would be successful in decreasing tobacco use. Overall, students were positive about the implementation of a tobacco-free policy less restrictive than a complete ban on tobacco use on campus.

Appendix A

Georgia Southern Student Survey: A Tobacco-Free University

The purpose of this survey is to gather opinions from Georgia Southern University students in regard to making GSU a tobacco-free university. This questionnaire is completely voluntary and participants can withdraw from taking it at any time. There will be no way to identify the participant's responses; complete confidentiality will be practiced. The results will only be in aggregate sums. The survey should take no longer than ten minutes to complete. By completing this survey the participant gives permission to use their responses.

1. Do you use tobacco products?

Yes No (skip to ques.6) Sometimes

2. How long have you used tobacco products?

1-3 years 4-6 years 7+ years

3. Do you use tobacco products on campus?

Yes No (skip to ques.6) Sometimes

4. How often do you use tobacco products on campus?

Daily Weekly Bi-weekly Monthly Other

5. On campus, where do you smoke the majority of the time? (Circle all that apply)

Right outside of building Inside my car Walking on campus Not applicable

6. Tobacco users should be allowed to use tobacco products on campus.

Strongly agree Agree Neutral Disagree Strongly disagree

7. I would support the implementation of a tobacco-free campus.

Strongly agree Agree Neutral Disagree Strongly disagree

8. I would support the implementation of designated smoking areas only.

Strongly agree Agree Neutral Disagree Strongly disagree

Appendix B

Georgia Southern Student Survey: A Tobacco-Free University

The purpose of this survey is to gather opinions from Georgia Southern University students in regard to making GSU a tobacco-free university. This questionnaire is completely voluntary and participants can withdraw from taking it at any time. There will be no way to identify the participant's responses; complete confidentiality will be practiced. The results will only be in aggregate sums. The survey should take no longer than ten minutes to complete. By completing this survey the participant gives permission to use their responses.

1. Do you currently use tobacco products?

Answer Options	Response Percent	Response Count
Yes	21.21 %	56
No	65.91 %	174
Sometimes	12.88 %	34
	answered question	264
	skipped question	0

2. How long have you used tobacco products?

Answer Options	Response Percent	Response Count
less than one year	10.00 %	9
1-3 years	46.67 %	42
4-6 years	33.33 %	30
7+ years	10.00 %	9
	answered question	90
	skipped question	174

3. Do you use tobacco products on campus?

Answer Options	Response Percent	Response Count
Yes	50.56 %	45

No	35.96 %	32
Sometimes	13.48 %	12
	answered	
	question	89
	skipped	
	question	175

4. How often do you use tobacco products on campus?

Answer Options	Response Percent	Response Count
Daily	57.14 %	32
Weekly	26.79 %	15
Bi-weekly	5.36 %	3
Monthly	10.71 %	6
Comments		2
	answered	
	question	56
	skipped	
	question	208

5. On campus, where do you smoke the majority of the time? (Check all that apply.)

Answer Options	Response Percent	Response Count
Right outside the building	59.18 %	29
Inside my car	32.65 %	16
Walking on campus	67.35 %	33
Comments		6
	answered	
	question	49
	skipped	
	question	215

6-11. Select the answer choice that most closely reflects your opinion.

Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
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Tobacco users should be allowed to use tobacco products on campus.	44	45	90	52	32	259
I would support the implementation of a tobacco-free campus.	35	34	58	70	63	258
I would support the implementation of designated smoking areas ONLY.	21	23	42	110	62	257
I believe tobacco usage on campus directly affects student fees.	36	76	89	33	23	257
If Georgia Southern became tobacco-free, they should aid individuals who want to quit using tobacco products.	16	23	46	120	56	259
Changing to a tobacco-free campus may spark other changes regarding individual rights.	11	31	56	104	55	255
					answered question skipped	260
					question	4

12. Have you had a respiratory issue within the last year?

Answer Options	Response Percent	Response Count
Yes	14.62 %	38
No	79.23 %	206
I don't know	6.15 %	16
	answered question skipped	260
	question	4

13. What is your classification?

Answer Options	Response	Response Count
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	Percent	Count
First year	14.62 %	38
Second year	15.77 %	41
Third year	23.85 %	62
Fourth year	19.23 %	50
Fifth year or more	15.38 %	40
Graduate student	11.15 %	29
answered question		260
skipped question		4

14. What is your sex?

Answer Options	Response Percent	Response Count
Male	43.85 %	114
Female	56.15 %	146
answered question		260
skipped question		4

15. What is your age range?

Answer Options	Response Percent	Response Count
18-20 years old	32.69 %	85
21-23 years old	50.00 %	130
24 years or older	17.31 %	45
answered question		260
skipped question		4

Appendix C

GSU Student Focus Group Discussion Guide

Introductory statement:

Good evening, and welcome to our session. Thank you for taking the time to join our discussion in regards to implementing a tobacco-free campus at Georgia Southern University. Our discussion will focus on student opinions and concerns for our final research project. My name is Carrie Beth Abramson; I am a student in Urkovia Andrews' Public Relation Research class. Assisting me is Hillary Robinson, another student in Urkovia Andrews' Public Relations Research class.

We want to hear how you as students feel about making Georgia Southern University tobacco-free. You were selected by our research group based on whether you are a cigarette smoker, smokeless tobacco user or non-smoker. There are no right or wrong answers, just differing points of view. Please feel free to express your opinion even if it differs from what others have said. Negative comments for the implementation of a tobacco-free campus are just as useful to our research as positive comments.

Before we begin, let me suggest some things that will make our discussion more productive. Please voice your opinions. We're tape recording the session because we don't want to miss any of your comments. We'll be on a first name basis, but in our later reports there will not be any names attached to comments. You may be assured of confidentiality. If anyone wishes to withdraw, please do so now.

My role here is to ask questions and listen. I won't be participating in the conversation, but I want you to feel free to talk with one another. I'll be asking you about 10 questions, and I'll be moving the discussion from question to question. It is essential for us to hear from each and every one of you because you will all have different opinions and apprehensions towards the implementation of a tobacco-free campus at Georgia Southern.

Opening:

Let's begin by finding out more about every one of you by going around the group and having each of you state your name, grade classification and major.

Introductory Question:

Have you ever engaged in tobacco use while on the Georgia Southern campus?

- Probe:
 - What specific kind of tobacco product?
 - Roughly, how often?
 - How long have you used tobacco?
 - If no, what are your reasons for not using tobacco on campus?

Transition:

Thinking back to the time you have spent on campus, have you ever been bothered by another individual's tobacco use?

- Probe:

- What are some examples?
- How often have you been bothered by tobacco use on campus?
- Where on campus did it take place?

Key Questions:

What comes to mind when you think of a tobacco-free campus?

- Probe:
 - What is your answer based on?

How would you respond to the implementation of a tobacco-free campus at Georgia Southern?

- Probe:
 - What are your reasons?
 - Why do you feel that way?
 - Would you publically speak out against it or for it?
 - If you're a tobacco user, would you continue to use tobacco on campus?

If opposed to a tobacco-free campus, what are some other options you would support?

- Probe:
 - For example, would you support designated smoking areas?
 - Why do you think this would be a better option?
 - Should there be consequences if students don't abide and continue to use tobacco freely?
 - What should those consequences be?

Do you think tobacco use is a problem on Georgia Southern's campus?

- Probe:
 - Why do you feel that way?
 - Respiratory problems?
 - What are some examples where tobacco use on campus was a problem?

Do you see smoking on campus as an individual right?

- Probe:
 - What are your reasons for feeling that way?

If a tobacco-free campus is implemented, should Georgia Southern create programs for students who wish to quit using tobacco?

- Probe:
 - Do you think the programs will benefit students?
 - If you use tobacco, would you consider enrolling in a program?
 - If no, why not?
 - Besides programs, what other things can Georgia Southern provide to students to help them quit smoking?

Ending Question:

Summarize the main points discussed

- Ask if I correctly described the discussion.

Appendix D

GSU Student Focus Group Transcript

Carrie Beth:

Ok. Good evening, and welcome to our session. Thank you for taking the time to join our discussion in regards to implementing a tobacco-free campus at Georgia Southern University. Our discussion will focus on student opinions and concerns for our final research project. My name is Carrie Beth Abramson; I am a student in Urkovia Andrews' Public Relation Research class. Assisting me is Hillary Robinson, another student in Urkovia Andrews' Public Relations Research class. We want to hear how you as students feel about making Georgia Southern University tobacco-free. You were selected by our research group based on whether you are a cigarette smoker, smokeless tobacco user or non-smoker. There are no right or wrong answers, just differing points of view. Please feel free to express your opinion even if it differs from what others have said. Negative comments for the implementation of a tobacco-free campus are just as useful to our research as positive comments. Before we begin, let me suggest some things that will make our discussion more productive. Please voice your opinions. We're tape recording the session because we don't want to miss any of your comments. We'll be on a first name basis, but in our later reports there will not be any names attached to comments. You may be assured of confidentiality. If anyone wishes to withdraw, please do so now. My role here is to ask questions and listen. I won't be participating in the conversation, but I want you to feel free to talk with one another. I'll be asking you about 10 questions, and I'll be moving the discussion from question to question. It is essential for us to hear from each and every one of you because you will all have different opinions and apprehensions towards the implementation of a tobacco-free campus at Georgia Southern. Let's begin by finding out more about every one of you by going around the group and having each of you state your name, grade classification and major.

Carrie Beth:

(Clears throat) Starting with you

Unidentifiable participant:

(Clears throat)

Participant #1:

My name is Participant #1. I'm a junior and mechanical engineering major.

Participant #2:

Participant #2, senior, special education major

Participant #3:

I'm Participant #3 and I'm a junior and I'm a marketing major.

Participant #4:

Participant #4. I'm a senior and I'm a finance major.

Participant #5:

Participant #5, I'm a junior and I'm a logistics major.

Participant #6:

Participant #6, I'm a freshman, I'm a exercise science major.

Participant#7:

Participant #7, I'm a senior and I'm a finance major.

Participant #8:

Participant #8 and I'm a construction management major and I'm a junior.

Carrie Beth:

Okay. Have you ever engaged in tobacco use while on the Georgia Southern campus?
Anybody?

Participant #2:

No.

Participant #3:

No.

Participant #5:

Yes.

Participant #1 and Participant #8 simultaneously:

Yes.

Participant #4:

Yes.

Carrie Beth:

Okay. What kind of tobacco product were you using?

Participant #5:

Cigarettes

Unidentifiable Participant:

Cigarettes

Participant #8:

Smokeless tobacco

Participant #1:

Smokeless

Carrie Beth:

Okay. Participant #8, roughly how long have you been using smokeless tobacco?

Participant #8:

Um, since about 8th grade.

Participant #2:

(Laughs)

Participant #8:

Probably 5 years, 6 years

Carrie Beth:

And what about you Participant #1?

Participant #1:

5, 4 years

Carrie Beth:

Okay and the people who use cigarettes, how long have you been using cigarettes for?

Participant #5:

About 6 to 7 years

Carrie Beth:

Okay. Um if you answered no, what are your reasons for not using tobacco on campus?

Participant#7:

I don't smoke anyways like off campus either so I'm just non smoker I guess.

Participant #6:

Yeah, same thing.

Carrie Beth:

Okay. Um, Participant #3, what are you reasons for not using tobacco on campus?

Participant #3:

Um, I (Inaudible), (Laughs), Um I don't think it's attractive and um (Inaudible)

Unidentifiable participants:

(Laughter)

Carrie Beth:

Thinking back to the time you spent on campus, have you ever been bothered by another individual's tobacco use?

Participant #5:

Yes

Participant #2 and #3 (simultaneously):

Yes

Participant# 6

Yes

Carrie Beth:

And what kind of situations were they? Some examples?

Participant # 3:

Walking on, like walking on campus and someone blowing their cigarette smoke in your face.

Participant # 2:

Or sometimes I let my friend borrow my car and he leaves his tobacco cup that he... and I don't like seeing that everywhere.

Participant # 5

(Laughs)

Unidentifiable participant:

(Clears throat)

Carrie Beth:

Ok. Uh, does it happen often or is it just like a one time thing or do you often get bothered by it?

Participant #2:

Um, Often.

Carrie Beth:

And where on campus, just specifically walking or has it ever happened outside of a building?

Participant # 2:

Um

Participant # 1:

The library

Participant # 5:

Yeah, the library.

Participant # 3:

The Carroll Building one time

Participant #4

Just a little tunnel when you walk in, and everyone's got to go out the same spot, and that's where everyone walks in, so it's kind of inconvenient.

Carrie Beth:

Ok. What about the people who use tobacco? Have you ever been bothered by another person, or it just doesn't bother you at all?

Participant # 5:

No, it bothers me yeah. I mean too like, I try and keep my smoking like I don't walk down the sidewalk and puff cigs like while I'm walking when people are behind me you know; I try and stay in a stationary like area where it usually won't bother people but like..they...what they were saying , if you're walking down the sidewalk and somebody's smoking a cigarette in front of you and they exhale and it's just like gaaah... (inaudible)... I mean I smoke but it gets on my nerves too so.

Carrie Beth:

Ok

Participant # 5:

(Inaudible)...convenience.

Unidentified Participant:

(Coughs and clears throat)

Carrie Beth:

Alright. Um, Participant # 4, have you ever been bothered or no?

Participant # 4:

For the most part it doesn't really bother me I mean I mean I see people most the time just smoking outside of buildings and that's fine but um as far as people just walking down campus smoking cigs I mean I mean if I don't want to get cigarette smoke on me I just walk away from them.

Carrie Beth:

Alright (sigh) what comes to mind when you think of a tobacco-free campus meaning smokeless tobacco, cigarettes, cigars like

Participant # 5:

(Interrupts Carrie) A lot of edgy people walking around.

Carrie Beth:

(Laughs)

Participant # 1:
High-strung people

Participant # 3
Happiness

Unidentifiable Participant:
(Laughs)

Unidentifiable Participant:
(Clears throat)

Participant # 2:
(Inaudible)

Carrie Beth:
What do you base your answer on? Like have you experienced a tobacco-free campus anywhere?

Unidentifiable Participant:
Nah

Unidentifiable Participant:
(Inaudible)...school

Participant # 7:
(Inaudible) no.

Carrie Beth:
Do you think that it was successful having tobacco-free on the campus or?

Participant # 5:
Would it be success...successful?

Participant # 1:
Explain successful.

Participant # 3:
Yeah

Participant # 5:
Or like

Carrie Beth:
I mean like do people abide to the rules? When, if it's...

Participant # 4:

I think that would be pretty hard to control.

Participant # 5:

Yeah.

Participant # 2:

Yeah.

Unidentifiable Participant:

(Simultaneously with Participant # 2) Yeah.

Carrie Beth:

K. Um, how would you respond to the implementation of a tobacco-free campus at Georgia Southern?

Participant# 7:

I wouldn't mind it if somebody was smoking in like on the corner or something or not in my way. That don't bother me that much... (Inaudible)

Unidentifiable Participant:

(Simultaneous with Participant # 5 and # 7) areas like in airports

Participant # 5:

If there were designated smoking areas...(inaudible)... I mean even the professors, some of the professors smoke cigarettes too I mean they need a release you know?

Participant # 4:

(Inaudible)...designated areas yeah

Participant # 5:

Yeah. If there weren't any of those then that would just be a little bit absurd.

Carrie Beth:

Uh, would you publically speak out for or like against the tobacco-free campus, or against one like join Facebook groups or rallies or anything if that's what students were doing?

Participant # 3:

(Inaudible)

Participant # 5:

(Simultaneously with participant # 3) maybe, yeah.

Carrie Beth:

Would you be for or against it?

Participant # 5:

I would be honestly for tobacco-free even though I do smoke I mean I don't smoke too much where I'm like alright I need a cigarette walking down the sidewalk. But I mean it's just it would I mean keep the integrity of the school like the cleanliness it would make it look better I mean I hate when people just throw their cigarettes on the ground and sidewalk and stuff like that.

Carrie Beth:

Ok, so do you think that the disposal of cigarettes and smokeless tobacco is a problem on the campus?

Participant # 5:

Yes, I would say so.

Carrie Beth:

Have you ever seen anyone like improperly disposing of cigarettes and anyone else can join in (laughs).

Participant # 2

Yeah

Participant # 5:

Yeah.

Unidentifiable Participant:

(Simultaneously with Participant # 5 and # 2) (Inaudible)...just flicking cigarette butts...

Participant # 6:

There's cigarette butts everywhere.

Participant # 4:

I wouldn't say it's a significant problem I mean but it's just a cigarette butt on the ground.

Participant # 2:

Yeah. I don't yeah. I don't think necessarily it makes our campus like trashy by any means but

Participant # 6:

I think the grounds keepers do a pretty good job of (inaudible) they're on top of it and stuff so you could probably ask them how much they pick up.

Participant # 2

(Simultaneously with Participant # 6) yeah.

Participant # 5:

(simultaneously with Participant # 6 and # 2) Right. Yeah.

Participant # 5:

Yeah (laughs).

Carrie Beth:

Um if Georgia Southern did implement a tobacco-free campus, and you do use tobacco, would you continue to use tobacco on campus despite the rule?

Unidentifiable Participant:

(Inaudible)

Participant # 4:

Yes, probably.

Participant # 5:

Yeah.

Participant #1:

Yeah.

Participant # 2:

I mean what are you gonna get a fine? How are they gonna catch you?

Participant # 8:

And those parking guys walk around...(inaudible)

Unidentifiable Participant:

(Laughs)

Participant # 2:

(Simultaneously with Participant # 8) Well I mean

Unidentifiable Participant:

(Coughs)

Carrie Beth:

Ok, if there were any consequences, what do you think that they should be?

Unidentifiable Participant:

(Laughs)

Participant # 5:

It's hard to say I mean what can they do? How much authority would they have over that?

Participant #8:

(Inaudible) in the library(inaudible)

Participant # 4:

Yeah, like I need your Eagle ID Number or we're gonna fine you.

Participant # 2:

Like a parking ticket or something?

Participant # 4:

Yeah

Participant # 3:

Yeah

Participant # 2:

They're gonna have people out with name tags and ticketing you if you're smoking?

Carrie Beth:

I mean they do that with...and maybe...are you suggesting that they would do the same thing that they do with parking on campus like if you're over 30 minutes you get a ticket, like if they see you smoking you should get a ticket too. Or should it just be frowned upon or...like not really a fine but just (inaudible)

Participant #2:

(Interrupts Participant # 3) (Inaudible)

Unidentifiable Participant:

Yeah.

Participant # 5:

If they're just gonna tell them to put the cigarette out then...um...it's not gonna really matter to some people.

Participant # 4:

Yeah, it's really a hard thing to enforce in all things important.

Unidentifiable Participant:

They're just gonna walk away from it.

Participant # 1:

It's just taking way too much control.

Carrie Beth:

Ok. If you're opposed to having a tobacco-free campus what are some other options you would support such as designated smoking areas... or... any other of your ideas?

Participant # 2:

Nobody actually uses the designated smoking areas but think about people leaving going class to class on campus are they really gonna go stand....

Unidentifiable Participant:

Yeah

Participant # 4:

Yeah I don't think that's a viable option at all. Yeah.

Participant #2:

(Inaudible)

Participant # 4:

Exactly.

Unidentifiable Participant:

(Coughs)

Carrie Beth:

So, does anybody think that designated smoking areas would be a good idea?

Participant # 3:

I mean I kinda do because I'm sure they said that about like airports and other public places too at first, but eventually it's just gonna become like just understood that that's what you have to do, like it wasn't just understood then like then in airports...(inaudible)

Participant # 2:

(Interrupts participant # 3) Yeah but that's also inside

Participant # 4:

Right

Participant # 2:

If you're outside then how are... (inaudible)

Unidentifiable Participant:

That's true.

Participant # 4:

I certainly feel like if you're outdoors you should just be able to spark up a cigarette anywhere you want to.

Unidentifiable Participant:
(Clears throat)

Carrie Beth:

Ok. Um, Participant #8 how do you feel about the other options do you think that designated smoking areas are a good idea or not?

Participant # 8:

Well I mean I think they are but it would be hard to enforce you know what I'm sayin, but I mean at the same time you got the library's tobacco-free and no one abides, but I mean people who dip and stuff, they'll just walk by you know, the people at the front desk with the dip in their mouth and they don't say anything to them so I mean I don't know it is hard to enforce but...

Carrie Beth:

Ok. (sighs) Do you think that tobacco use is a problem on Georgia Southern's campus?

Participant #4:

No.

Participant #1:

No.

Carrie Beth:

Ok.

Participant #5:

If they started selling cigarettes on campus maybe (laughs).

Unidentifiable Participant:

(Inaudible) (Laughs)

Carrie Beth:

Why do you feel that it's not a problem because I...a lot of people in the beginning said that they were bothered by it so I'm just wondering?

Participant#6:

I've never really been bothered by it walking around and stuff(inaudible)

Carrie Beth:

Ok, so you don't think it's a problem?

Participant #6:

(Inaudible) Yeah.

Participant #1:

I wouldn't necessarily call it a problem (inaudible) bothersome

Participant #4:

Maybe like get annoyed walking down the street but they're not gonna its not gonna affect the rest of their day (inaudible) not gonna get mad about it like maybe (laughs).

Unidentifiable Participant:

(Laughs)

Carrie Beth:

(Laughs) Ok. Um, for example, for like having tobacco use as a problem on campus do you think that students with respiratory problems or that have family members that have suffered from something like lung cancer, do you think that it's a problem having tobacco when there's people who literally can't be around it on campus?

Participant #4:

Well campus is I mean if you're outdoors then that I mean they can walk somewhere else I mean just walk around it.

Participant #2:

(Simultaneously with participant #4) outdoors

Participant #5:

(Simultaneously with participant #4 and #2) yeah.

Carrie Beth:

So does anybody have any examples on campus where they felt it was a problem?

Participant #2:

I mean it's just the small annoyances with us I feel like just having to smell it and be around it but like you said we can just walk around it.

Participant #4:

It is kind of annoying like walking it is bad at the library you do just get dusted with cigarette smoke every time you walk in there but I mean that's just that's not a problem it's just kind of annoying (inaudible)

Unidentifiable Participant:

(Coughs and clears throat)

Unidentifiable Participant:

Yeah.

Carrie Beth:

Ok, um do you see that smoke having the ability to smoke on campus as an individual right?

Participant #5:
Yeah

Participant #4:
(Simultaneously) Yes absolutely.

Participant #1:
(Simultaneously) Yeah.

Participant #5:
(Simultaneously) Yeah Ain't no doubt about it

Carrie Beth:
Ok. Uh, Participant #1 what are your reasons for thinking that it's an individual right?

Participant #1:
I mean it's someone's own prerogative if they wanna go smoke a cigarette (inaudible) being in a public place. Who's to say that they can't do that?

Carrie Beth:
Does anyone disagree with that and think

Unidentifiable Participant:
No.

Unidentifiable Participant:
Not at all.

Participant #2:
I mean we pay tuition here.

Participant #5:
Yeah we should be able to do what we want on the campus. It's not a private school.

Carrie Beth:
Are there any other reasons besides the ones already mentioned that anyone thinks is a problem?

Participant #3:
I mean at the same time there are other people that don't want people smoking that pay the same amount like tuition and stuff shouldn't have to (inaudible)

Participant #5:

Yeah.

Unidentifiable Participant:

(Clears throat)

Participant #3:

I mean it goes both ways.

Participant #2:

(Clears throat) Yeah it goes both ways but then again it is public school so

Unidentifiable Participant:

Yeah.

Participant #2:

(Inaudible)

Unidentifiable Participant:

(Laughs)

Unidentifiable Participant:

(Laughs)

Carrie Beth:

Does anybody wanna elaborate more on any of that? About the individual rights?

(Pause)

Carrie Beth:

If to... if a tobacco- free campus is implemented shor... should Georgia Southern create programs for students who wish to quit using tobacco?

Participant #2:

I think that would be a good idea.

Participant #5:

Yeah, that would be a good idea.

Participant #4:

(Simultaneously with Participant #5) If they're going to go ahead and implement that then why not it is a good idea.

Carrie Beth:

You think that the programs would be beneficial?

Participant # 7:

Right now there's probably (inaudible) so if you want to try for it (inaudible)

Participant #1:
(Inaudible) tuition for it

Carrie Beth:
So...

Participant #2:
Maybe if you could take it as like a class or something.

Carrie Beth:
Um, Participant #1, I found what was interesting what you just said with... is there a reasoning

Participant #1:
I feel like if there were to go and do something like that they would just charge everyone for that put it on their tuition not everyone needs uh help with quitting smoking or smokeless tobacco so that wouldn't be fair to everyone else.

Participant # 5:
It should be something that should be like an elective that you like go to like on your own time like somebody that like gives like a 30 minute class or something like she was saying like in the Union or something like that.

Carrie Beth:
Ok. If you do use tobacco whether it be cigarettes or smokeless tobacco would you consider enrolling in one of these programs?

Participant # 4:
No.

Participant # 5:
No.

Carrie Beth:
Why wouldn't you?

Unidentifiable Participant:
(Simultaneously with Carrie Beth) (Inaudible)

Participant # 4:
I'm not trying to quit smoking cigarettes.

Participant # 8:
I would. I've been tryin to quit for awhile. I mean I would.

Carrie Beth:

Smokeless tobacco?

Participant # 8:

Yes.

Participant # 2:

Maybe if they did it as a lot of things that they have in the past um with a lot of teachers and classes that require you to go to things like that like workshops like that so maybe if they made it like that I mean that you could find something to go to and you could get credit for it besides quitting smoking.

Unidentifiable Participant:

(laughs)

Participant # 2:

To get people to actually go, otherwise I don't feel like people would go to that.

Participant # 3:

(Simultaneously with Participant # 2) (Clears throat)

Carrie Beth:

So, the only reason why you wouldn't enroll in the program, the people who do use tobacco, would be because you don't wanna quit smoking or are there any other reasons besides that?

Participant # 4:

Well the people who would enroll in that program it's gonna be their prerogative whether they wanna quit or not that's where it's gonna work or not, people...they have to want to quit I mean it's kind of like rehab I guess you gotta wanna get better.

Participant # 5:

(Simultaneously with Participant #4) Yeah.

Participant # 5:

Yeah you got to want to quit smoke...quit smoking cigarettes if you want to quit. You can't expect hmm let's get some literature on the subject or something like that.

Unidentifiable Participant:

(Simultaneously with Participant # 5) Yeah.

Participant # 4:

Maybe when I wanna quit smoking I'll be interested in taking some class like that.

Unidentifiable Participant:

(Simultaneously with Participant # 4) (Cleats throat)

Participant # 5:

Yeah to see if you would...you could do it that way instead of using drugs to get off cigarettes or nicotine or whatever your addiction is.

Unidentifiable Participant:

(Simultaneously with participant # 5) Yeah.

Carrie Beth:

Do you think as a whole, Georgia Southern's students wouldn't take advantage of um programs like that or do you think that they would just your opinion?

Unidentifiable Participant:

(inaudible)

Participant # 5:

I don't think they would.

Participant # 6:

(Simultaneously with other participants) (Inaudible)

Participant # 2:

I don't think they would, unless there was something (inaudible) for them.

Participant # 5:

Yeah like an incentive.

Unidentifiable Participant:

(Clears throat)

Participant # 7:

(Inaudible)...they would do it.

Carrie Beth:

I'm sorry?

Participant # 7:

There are 16,000 kids so if there's a class and you can get credit for it I think you might find people that would do it.

Carrie Beth:

Like uh maybe a health class or a P.E class?

Participant # 5:

(Simultaneously with Carrie Beth) Yeah. Yeah.

Participant # 7:

I'm sure there a people that want to quit smoking... (inaudible)...just offer a couple classes.

Carrie Beth:

Besides implementing like certain programs to help people quit smoking what other thing do you think that could be provided by Georgia Southern to help students with like quitting smoking or maybe dealing with the implemation of a smoke-free campus or tobacco-free campus?

Participant #2:

I mean we talked about I mean having class to get people to stop...that they would have to go to the class if they want to stop like it's like rehab that maybe they could have something to tell them about the dangers to get them to want to quit you know what I'm saying?

Carrie Beth:

Kind of like D.A.R.E?

Participant #2:

Yeah.

Participant # 5:

That and also to like something...some kind of program set up to like help people not pick up the habit of smoking cigarettes you know?

Carrie Beth:

Like preventative?

Participant # 5:

Yeah, exactly.

Participant # 2:

(Simultaneously with Participant # 5) Yeah, maybe you could do that as a freshman class.

Participant # 5:

Yeah, something...sometimes...something like that, you know like these are the dangers of smoking and have like (inaudible) or something like that.

Participant #2:

(Simultaneously with Participant # 5) (Inaudible)

Carrie Beth:

What different programs do you think that there should be like just one main like quit smoking or do you think that maybe like how they have like some kind of steps or something like that or?

Participant # 6:

They could probably bring in guest speakers who have like cancer or have the...the guys that have to use the little talkers (inaudible)...so people see the damages later on in life.

Carrie Beth:

Alright so as a whole would I wanna hear what everyone has to say again about whether they think that we should implement a tobacco-free campus? Yes or No?

Participant # 1:

Well, Ill go ahead and start this one um I think they should do a um a class maybe that help can quit smoking see how many people they can get to come before they make the decision of whether or not they should try to make this a smoke-free campus cause honestly if they don't have a enough...big enough turnout for the class then honestly no one's gonna wanna quit smoking and there gonna continue do it on class whether or not that they enforce or try to enforce this rule, which I don't think it's enforceable but who knows what they can come up with next you know?

Participant # 2:

I feel like they should if they're gonna do it maybe they should take a vote maybe if on like WINGS or something? That way we'll vote for it. But...

Carrie Beth:

What do you think about like having the students on campus taking surveys would that count as what you were trying to say?

Participant # 2:

Mmmm...maybe but a lot of times if you're standing outside and you hand somebody a survey half the time people will just throw it away.

Unidentifiable Participant:

(Simultaneously) Yeah.

Participant # 2:

You won't actually get you know accurate results back but um either I feel like we should just vote on it as a campus or they should make some kind of something mandatory for people to go to and actually work hear about you know the dangers of smoking and tobacco before they implement a smokeless campus.

Carrie Beth:

Participant #3, What do you think about a smoke-free campus?

Participant # 3:

I think that um we should implement a smokeless campus because um I think it's just better for everyone's health and I mean I know it is like a public school but I mean overall it would benefit everyone if it were a smoke-free campus.

Participant # 1:

But how would you deal with the stresses that come around... along with school?

Participant # 2:

I mean people can find other ways to deal with stress besides smoking.

Participant #1:

I mean more people will then start drinking try to start drinking on campus.

Unidentifiable Participant:

(Laughs)

Unidentifiable Participant:

(Laughs)

Participant # 2:

But that's not the issue that we're talking about so we can deal with that when it comes.

Unidentifiable Participant:

(Clears throat)

Participant # 1:

Well if they get rid of smoking though they're gonna have something they need to take the edge off

Participant #2:

I understand that but I mean

Participant # 1:

Do you have any suggestions so that they can get stress free?

Participant # 2:

Maybe go run or something?

Participant # 1:

Some Nicorette, some gum? Mintos?

Participant # 3:

(Laughs)

Participant # 2:

(Simultaneously with Participant # 1) But I mean maybe if they had a friend to run with.

Participant # 7:

Chew some gum.

Unidentifiable Participant:

(Laughs)

Carrie Beth:

Alright, Participant # 4, what is your closing views?

Unidentifiable Participant:

(Clears throat)

Participant # 4:

I think that if you wanna walk outside and smoke a cigarette I mean you got the same right if you wanna walk outside and put a piece of chewing gum in our mouth I mean I don't really see the difference (inaudible)

Participant # 2:

(Interrupts Participant # 4) But chewing gum won't kill you.

Participant # 4:

Right, but it doesn't matter if it'll kill me I mean if you know? It'll kill me but might not kill you though.

Participant # 2:

(Simultaneously with Carrie Beth) (Inaudible)

Carrie Beth:

Second-hand smoke, you don't think second-hand smoke ...

Participant # 4:

Well that's what I mean if you're outside, I mean I could see if you know you're smoking against indoors but if you're outside then I don't I mean it's a pretty big place I mean I don't know I feel like it's just a...just a right you have to do it.

Unidentifiable Participant:

(Simultaneously with Participant # 4) (Inaudible)

Unidentifiable Participant:

(Simultaneously with Participant # 4) Yeah.

Carrie Beth:

Ok. So you definitely think it's an individual right that people have?

Unidentifiable Participant:

(Simultaneously with Carrie Beth) (Clears throat)

Unidentifiable Participant:

Yeah

Participant # 4:

Yeah, I mean as long as it's outside like, like I wouldn't smoke cigarettes inside some you know restaurant or anything like that but...

Unidentifiable Participant:

(Clears throat)

Carrie Beth:

Ok.

Participant # 5:

Um, I'm I could go either way on the matter honestly I mean cause I'm gonna be one of those people that even though they're live a smoke..Smoke-free tobacco or smoke-free campus I mean I'm probably gonna be the one to still smoke a cigarette on campus. I mean

Unidentifiable Participant:

(Laughs)

Unidentifiable Participant:

(Laughs)

Carrie Beth:

Even if there are consequences you'd still probably do it?

Participant # 5:

(Interrupts Carrie Beth) Depending on the severity of the consequences. If somebody tells me to put out my cigarette I mean ok I'll butt it out and walk away from him, but if there's a fine or something I'll make sure that I'm not gonna be seen by somebody that could write me a ticket.

Unidentifiable Participant:

(Simultaneously with Participant # 5) (Coughs and clears throat)

Carrie Beth:

So you would just normally just try not... avoid people who are giving out tickets if that were the consequence?

Participant # 5:

Well I walk to and from class like I mean I live right behind Dingus so I gotta cross Chandler and go all the way through campus and I mean I could designate my smoking time like I could light it up right when I walk out my back door and before I even hit

Russell Union I could be done with a cigarette. So I mean if I'm on that part of campus that's like a real corner area if somebody catches me and tries to give me a ticket for that then I mean that would be a little outrageous in my mind but (clears throat) either way it doesn't matter I mean.

Carrie Beth:
Ok.

Participant # 6:

Yeah like you said I'm kinda either way um if they're gonna be all for it then you're gonna have to enforce it so they could do like you said you know he could smoke if he's walking to class but you can just have designated areas for the people that are on big breaks and then people that are walking in between you know they're just gonna have to wait because people do that, they find times when they can and can't smoke and uh and then you'll have to have enforcers and tickets like you said otherwise it's just gonna be uh a little battle people hidin here doin it there so I just think that if enough people wanna do it then they're gonna have to know that there are consequences and (inaudible)...and stuff.

Carrie Beth:
Ok.

Participant # 7:

Um, I probably am against the smoke-free campus just because most people I mean if they need to smoke a cigarette I mean I shouldn't stop them I know it helps them out but at the same time I think that they need to have a class because I know that how (inaudible) quit smoking and I mean I think that will help them and as far as the money goes I think they'll go in if they charge extra if everybody charges them extra for the class to try and method that will work like (inaudible) so.

Carrie Beth:
Ok.

Participant # 8:

Um, I really don't care either way I just, I mean I just don't think it's gonna be you're gonna be able to enforce it at all I mean it's just so hard I mean with a different type of tobacco I mean they're coming out they got some new snooze you can put in your mouth and you know just swallow the dip and (clears throat) I mean it's just little things like that and it's just gonna you know be too hard to do anything about it but I mean I don't know.

Participant # 5:

I have a question actually I have a say but um like we were talking about how faculty members smoke as well what I mean what would be... what would they... what would happen if they got caught smoking on campus you know like how would that situation like would they get fined as well because they're not students I mean this...I just don't think it's gonna work, it's gonna happen.

Participant # 7:

We couldn't smoke at all like nobody could smoke we had 8 hour shifts and we weren't allowed to smoke if they smoke they get fired, so.

Unidentifiable Participant:

(Simultaneously with Participant # 7) (Clears throat)

Participant # 1:

(Interrupts Participant # 7) And how far is that gonna go I mean are you talking like all the way to the dorms and stuff I mean?

Carrie Beth:

I mean everything's just being discussed we're just trying to find what people's opinions are before anything is even implemented on campus. We obviously...if everyone we talked to was against it we wouldn't pursue something.

Participant # 1:

(Simultaneously with Carrie Beth) Yeah.

Carrie Beth:

Um, do you think that having a tobacco-free campus would affect people's decision to come to Georgia Southern?

Participant # 4:

Probably not.

Unidentifiable participant:

(Inaudible)

Participant # 5:

No I wouldn't think so.

Participant # 2:

Well I mean we're a um a liquor free campus (laughs) or whatever.

Participant # 5:

Yeah.

Unidentifiable participant:

(Simultaneously with Participant # 5) Yeah.

Unidentifiable Participant:

(Clears throat)

Participant # 4:

I don't really think it...it will probably go unnoticed.

Participant # 5:

Yeah really I mean anytime that the freshman smoke...

Participant # 4:

(Simultaneously with Participant # 5) (Inaudible)...cigarettes on campus

Participant # 5:

That's something that you find out like first day of class when you're on campus that you can't smoke. (Laughs)

Unidentifiable Participant:

(Inaudible)

Unidentifiable Participant:

(Laughs)

Carrie Beth:

Ok. So, we discussed your guys opinion on whether or not you think that the implementation of a tobacco-free campus obviously would be if you think it would be beneficial or not and most of you answered that either you wouldn't care or you think that actually it was kind of split some everyone had a different decision is what I'm saying and um you don't think that programs for students would be very successful unless there was some kind of incentive like a credit or maybe I don't know something to make people actually go. And about half of you thought that or have mentioned that you were bothered by tobacco use on campus. So is that how everyone sees how this conversation went or is there anything that you want to add to the summary I just said?

Participant # 5:

Yeah that was on point.

Unidentifiable Participant:

(Inaudible)

Participant # 4:

(Simultaneously with Participant # 5) Good discussion guys.

Unidentifiable Participant:

(Laughs)

Carrie Beth:

Anything else you guys wanna hash out with each other maybe (laughs) pick each other's brains some more?

Unidentifiable Participant:

(Simultaneously with Carrie Beth) (Inaudible)

Participant # 4:

Pick a different topic and we'll meet back here next week.

Unidentifiable Participant:

Yeah (Laughs)

Unidentifiable Participant:

(Laughs)

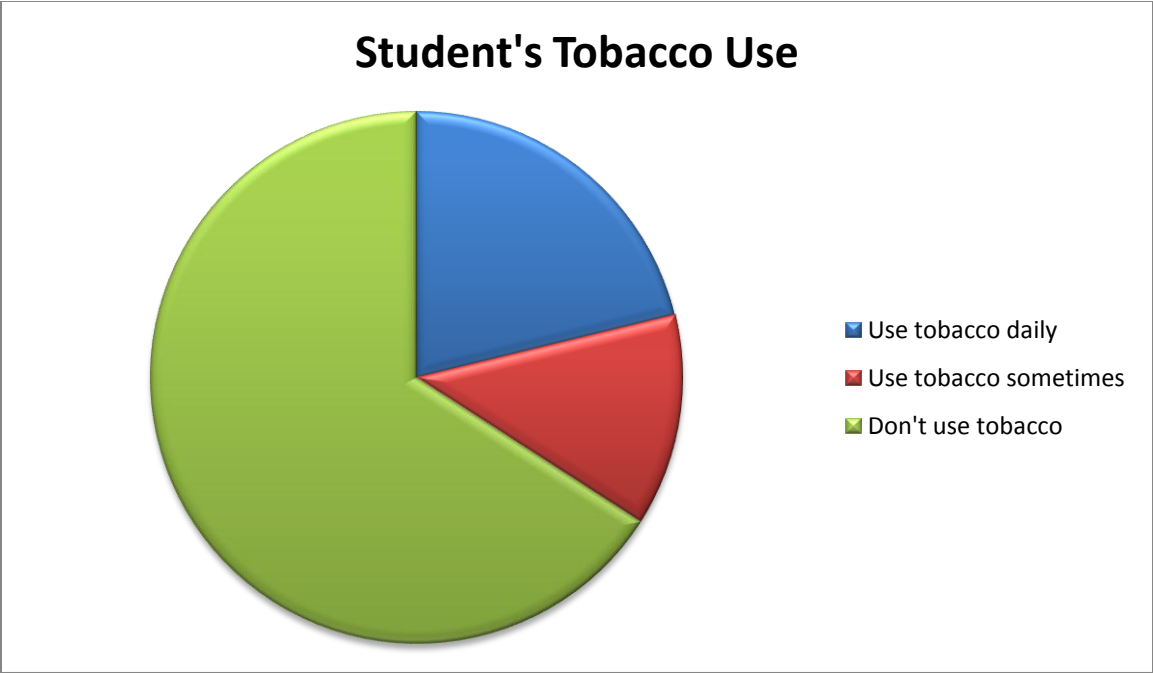
Carrie Beth:

Ok well I guess this is it and thank you guys for coming.

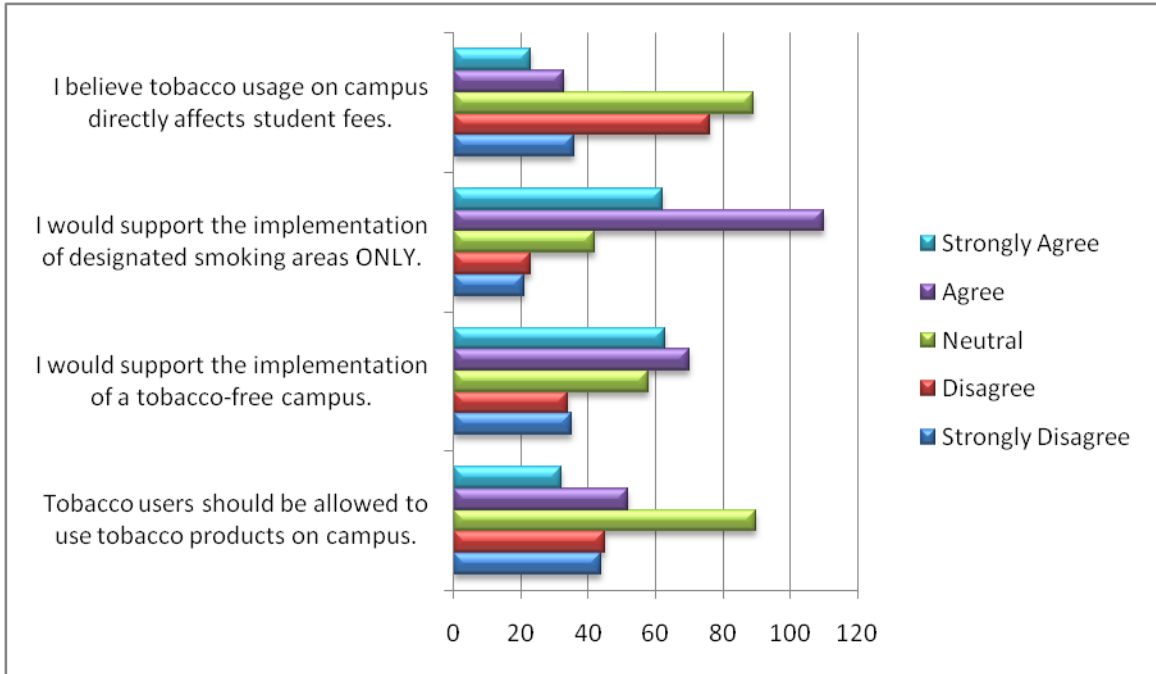
Participant #1:

Thank you.

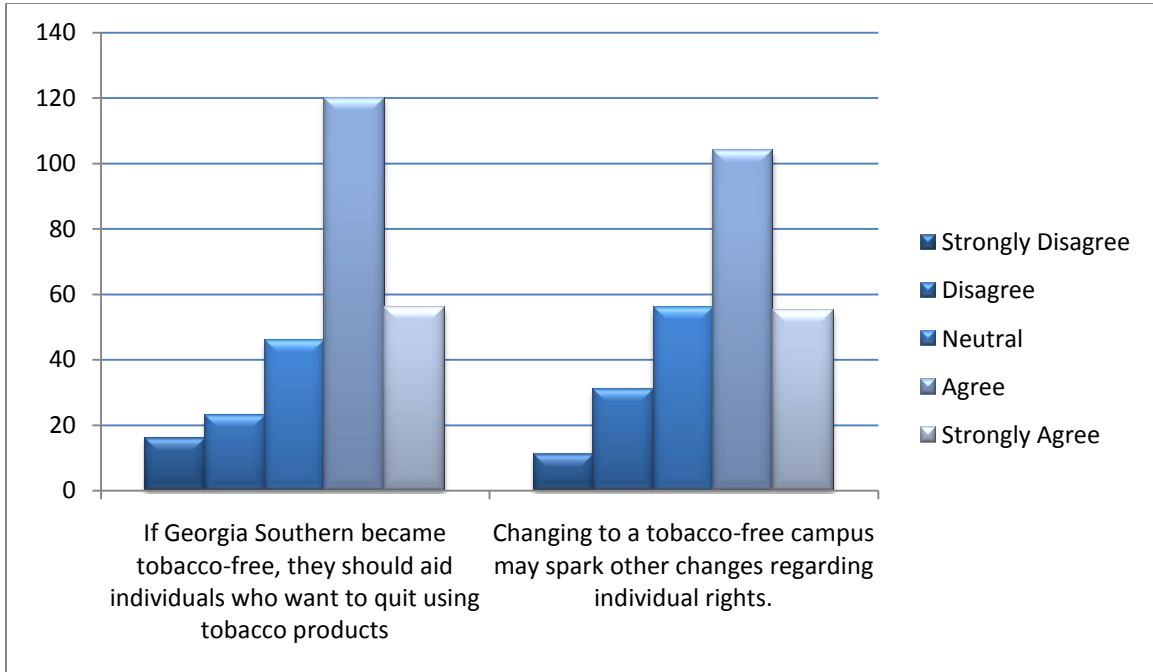
Appendix E



Appendix F



Appendix G



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