



# UCLA Smoke & Tobacco Free Policy Ambassadors Program

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## Who We Are

### BREATHE LOS ANGELES AT UCLA

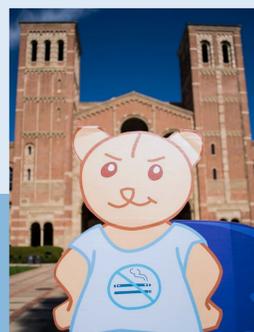
Breathe Los Angeles at UCLA is a public health organization founded by UCLA undergraduates with a common interest in a tobacco-free world. We seek to educate LA community members of the harmful effects of secondhand smoke and to empower underserved communities by providing them with the resources to take action. BreatheLA at UCLA also serves as an extension of the UCLA Tobacco Free Task Force. Through our Policy Ambassadors Program and Clearing the Air Campaign, we raise awareness of UCLA's tobacco-free and vape-free policy for a clean air campus.



## Clearing The Air

The Clearing The Air Campaign aims to educate people about the health effects of smoking (direct or second-hand), while also advocating people to live a smoke-free life. Our campaign encourages people to effectively address those who smoke (especially those who smoke on the UCLA campus) in an effort to establish and support a non-smoking norm for the campus community. By reaching out to the UCLA community through social media and campus interactions, we hope to encourage healthy living.

The Fresh Air Bear, our mascot, proudly represents UCLA's Tobacco Free policy!



## The Policy Ambassadors Program

Promote policy awareness and support for a clean air campus through events, visibility, and social media.

### AIMS

Train Policy Ambassadors to act as leaders, kindly reminding smokers & vapers of campus policy and connecting them to resources.

## Motivations



Although UCLA is a tobacco-free campus, there are policy violators on campus who still smoke or vape. We seek to promote compliance of the policy through educational means - by politely reminding smokers and serving as role models to strengthen community support for a smoke-free campus.

## The UCLA Tobacco Free Policy

The policy prohibits use of all tobacco products including e-cigarettes, vapes, hookah & all other forms of tobacco on all kinds of campus property.

## PUBLICITY

Policy Ambassadors participate in tabling events to remind the UCLA community about the ill-effects of smoking and e-vaping. Announcements, such as the one displayed, have been implemented in the Daily Bruin and in Reslife boards for greater reach. Fresh Air Bear cutouts were also displayed throughout Powell Library and Young Research Library.



## INTERVENTION

Every day of the week, Policy Ambassadors pair up and make their rounds around the UCLA campus. During their scheduled tours, Ambassadors gently remind smokers and vapers about UCLA's non-smoking policy and document littered cigarettes. They set an example for the campus community to follow.



Hi I'm a Policy Ambassador, and I just wanted to remind you that UCLA is a smoke-free campus!



## Challenges/Successes

**CHALLENGES:** Approaching defiant campus smokers during Policy Ambassador rounds on campus has been a learning process.

**RESULTS:** About 30 smokers were reached through the implementation of the Policy Ambassadors program. Hot spots for campus smokers include areas with low public visibility like stairwells, behind buildings, and parking structures. In terms of our events, about 50 - 100 people interacted with Policy Ambassadors.

## Resources



We obtained cards and quit kits from College Action Youth Network, and these served as the primary resources given to smokers. UCLA resource cards and tobacco free policy promotional items were also provided. These resources were also given to SAC and Dashew center for anonymous pickup from the community.

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