Smoking Free Campus

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# Introduction

Despite the fact that the cigarette smoking is a considerable health risk, there is not enough carried out by the healthcare institutes when it comes to the way it is needed to be controlled. At the annual level, there are about 500,000 deaths that are occurring around the United States due to smoking and the number is increasing due to the fact that there has not been much effort to bring about control in this regard (Procter-Scherdtel & Collins, 2017). The situation in the United States is so dire that the estimates are made that about 80 % of the adults are smoking in the United States as they reach the age of the adulthood. There is a clear need to make sure that people should be educated about the harmful effects of the smoking and one of the ways through which it can be done is to promote a policy in the educational institute where smoke free campuses are needed to be initiated. The educational institutes must carry out an effort to make sure that the promotion of the anti-smoking is needed to be done at all the levels and the one of the ways through which it can be controlled is by making sure that the how the amount of smoke exposure that the students are supposed to be taking is needed to be brought in the control (Procter-Scherdtel & Collins, 2017).

Now, the college and the campuses that have a smoke free policy are the ones that completely ban the smoking in the campus premises as well as the outdoor areas. The idea is to make sure that the prohibition has to be there for the smoking and smokeless environment is needed to be promoted. The idea behind such initiative is to make sure that the smokers are discouraged but also to make that the people are in the impression that how the amount of smoking that is needed to be done at the given point of time is needed to be controlled. The passive smokers are the ones that are at the great health risk due to the fact that despite the fact that they are not smoking, the smoke is reaching their lungs and there is health is at severe risk despite the fact that they have no fault of theirs. There have been many cases that the smokers have developed chronic conditions and thus there is no doubt that the effort is needed to be made to make sure that the amount of smoking that goes in the campus at least is needed to be controlled (Meier et al, 2016).

# Thesis Statement

How persuasion and the advertising strategies can be carried out to make sure that the creation of the smoke free campus is made possible in the University of the Cincinnati.

# Persuasion in the Advertisement

One of the major strategies that is needed to be done in this regard is to make sure that the persuasion as a tool is being used to advertise smoke free campus. Effort is needed to be made that how people are going to be motivated and educated about what are some of the potential harmful effects of the smoking and what can be done at the broader policy level to make sure that the degree of control is achieved in this regard. The persuasion as a strategy is going to work out well in the given case as the effort is needed to be made to ensure that the students are made aware of the benefits of the policy and how the implementation of the said policy is going to be made (Lee et al, 2018). The advertisement that is going to be done across the campus in the given case is going to be based on the premises that how the students are going to be made aware of some of the issues that are happening due to the smoking behaviour among people and what is something that can be done in this to ensure that the student buy in the concept of the smoke free campus at the broader level at the given point of time (Fallin et al, 2015).

## Repeating the Tagline

One of the major things that is needed to be done is that how the message is needed to be hammered across the board to make sure that the whole thing is being managed in an appropriate manner (Lee et al, 2018). The idea is to ensure that the phrases and the images that depict the harmful effect of the smoking are needed to be depicted across the campus and effort must be made to make sure that the technology and its usage is being implemented across the board so that the degree of control is implemented in this regard (Fallin et al, 2015). The effective strategy that is going to be quite useful in the given instance is that the message of the productivity is needed to be carried out to make sure that the best value preposition can be created for the user at the given point of time. College smoke-free and anti-smoking policies often mirror local or statewide policies which restrict these activities in public places, such as public buildings, restaurants and bars. However, these policies are far more effective when they are enacted on a campus-wide level.

## Humour

Now, keeping in mind the sensibilities of the target audience, the approach that is going to be used is also quite crucial in this instance. The idea is to ensure that the humour should be used as a tool due to the fact that the message that is being provided here has to resonate with the audience and the students and the only way that can be done in this day and age where things and meme’s get viral is the usage of the humour (Fallin et al, 2015). The more humorous the campaign is going to be, the higher is the likelihood that the connection is going to be made with all the stakeholders and thus it would work out well for the benefit of all the stakeholders. The other thing that is very important during the course of the whole process is to make sure that the tone and the way through which the message is going to be communicated, effort must be made to not make it too serious of an effort. If that is being done, the student might have a hard time relating to it. Instead, casual and friendly approach is needed to be taken in order to make sure that the whole thing is kept in mind with regards to the way situation is going to be managed at the given point of time (Fallin et al, 2015).

## Element of Shock and Usage of the Oher Tools

The other thing that is very important is that how the attention of the students is going to be captured. The effort needs to be made that the campaign is run in the manner that grabs the attention of the students rather than driving them away. Now most of the times, what happens is that the students are not able to relate with the anti-smoking campaign and message due to the fact that the message and the way it is being communicated is far from ideal and the audience, the students are not able to react to it (Fallin et al, 2015). This is due to the fact that not much effort is being done as far as the way tone of the message is worked out. They are being made in the documentary style and the overtly serious tone of these messages instead of driving the audience in, instead it takes them away from the whole process. The idea behind the persuasion is to make sure that the image and the messages that are being used should be such that should be resonating with the target audience (Lee et al, 2016).

## Historical Perspective and Current Practice

One of the reasons that the anti-smoking and smoke free campuses as an idea has not been able to caught well is due to the fact that the different stakeholders who are supposed to taking care of it are not in the right frame of mind with regards to the way the whole thing is going to be implemented (Lee et al, 2016). What is needed to be done is that the effort is needed to be made that the better sense of perspective is needed to be there in terms of the way whole thing is going to be managed and the effort should be made that more inclusive approach is being used (Lee et al, 2016). The health risks and chronic conditions associated with smoking are well documented. However, research shows that people who quit smoking before the age of 30 almost completely eliminate increased risk of mortality due to diseases brought on by smoking and tobacco use. That’s why more and more college campuses are creating tobacco- and smoke-free environments and are providing additional resources to help students kick their smoking, vaping and chewing habits.

**References**

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