

**FOR ASSISTANCE IN
QUITTING CALL:**

The New York State Smokers'

Quitline

1-866-NY-QUITS

(1-866-697-8487)

**Free Nicotine Replacement Therapy for qualified
candidates*

For More Information Contact:

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COLLEGES FOR CHANGE

**CHANGING THE WAY COLLEGE CAMPUSES
VIEW TOBACCO**



C4C
TOBACCO FREE

WHO WE ARE:

The Colleges For Change Program is an anti-INDUSTRY group that works to change the way tobacco is viewed and used on college campuses.

We are NOT anti-smoker. We do not picket in smoking areas or take people's cigarettes out of their hands and crush them on the ground. Although we like to encourage quitting due to the known health risks, we also know it's an addiction, a manipulation by the tobacco industry, and pressure from friends and peers.

Who can honestly admit they wanted to start smoking because it smelled great or looked pretty?

The program was created to get students involved both on and off-campus to make positive changes and limit where and how tobacco products are advertised and sold, promoted, and to help change smoking policies and social norms.

WHAT DOES THAT MEAN?

There are three major initiatives of the program:

1. TOBACCO INDUSTRY SPONSORSHIP AND PROMOTION:

~Work with student groups like fraternities, sororities, academic clubs, sports clubs, or just any club, to develop policies not allowing tobacco companies to give money, banners, t-shirts, or anything they can put their name on and associate it with the campus's good name.

~Create policies that don't allow tobacco companies to come give away free stuff.

~Educate the colleges and local community about the impact of tobacco industry sponsorship and promotion.

2. SMOKE-FREE MULTI-UNIT DWELLINGS:

~Work with management of college off-campus housing, to enact smoke-free policies.

~Educate landlords about secondhand smoke.

3. OUTDOOR TOBACCO-FREE POLICIES:

~Work with school staff and employees, as well as local village offices to adopt policies, ordinances, etc. not allowing smoking on campus, local beaches, parks, and playgrounds.

WHAT YOU CAN DO:

Participate

Encourage your friends to participate

Be proactive

And don't forget to HAVE FUN!