

**California Youth Advocacy Network (CYAN)
College Campus Tobacco Policy
Informal Interview Guide**

Opening Remarks

The California Youth Advocacy Network (CYAN) is dedicated to supporting youth and young adults by advocating for a tobacco free California. CYAN is organized into three programs that provide leadership for statewide campaigns and support for youth and young adult advocacy activities. Among these three programs, *The College Program* works with college students, faculty, campus health centers and tobacco professionals to create tobacco-free campuses. This program also coordinates the “Campuses Organized and United for Good Health” (COUGH) Coalition, the statewide movement successfully transforming tobacco-related norms in college and universities.

As part of its program evaluation, CYAN has contracted with the Social Science Research Center to document efforts made by UCs, CSUs and Community Colleges to adopt new or revise campus-based tobacco policies. You have been nominated by CYAN because of your involvement in these efforts on your campus. The purpose of this interview is understand the challenges, facilitating factors, and successes experienced in the process of adopting new or revised campus based policies.

Confidentiality

Whatever you say here today is going to remain completely confidential. Your name will not be associated with any comments that are made during this interview. The transcript of this interview will be analyzed with several other interviews conducted as one component of the Social Science Research Center’s research to CYAN. Some quotations, minus any identifying information, may be included in the final report to be submitted to CYAN. These quotations will be attributed only to a generic description, e.g. “the vice president of student affairs at a college campus.”

Questions

1. Could you please begin by describing the recent changes have been made to your campuses’ tobacco policy?

[Probes: What was the tobacco policy on your campus before these changes?
What is your campus tobacco policy now?].

2. What was the catalyst that prompted this change?

[IF NOT ADDRESSED BY THE ANSWER TO Q2]

3. How would you characterize the process of adopting new or revised campus based policies on your campus?

[Probes: Who are the opponents of policy change on your campus? Who are the proponents? Who are the key decision makers with regards to policy change on your campus?]

4. What obstacles or barriers did your campus face while trying to adopt/ revise campus-based tobacco policy?
5. What factors facilitated the adoption or revision of your campus tobacco policy?
6. Since the adoption/ revision of your campus tobacco policy, how would you characterize its implementation?
7. What obstacles does your campus face with regard to tobacco policy implementation?
8. What factors have facilitated the implementation of tobacco policy on your campus?
9. Would you characterize the adoption/ revision of tobacco policy on your college campus successful? Why do you say that?
10. Lastly, did someone from your campus seek assistance from the California Youth Advocacy Network in the adoption/ revision of the tobacco policy?
11. Was CYAN helpful in the process of adopting/ revising your campuses tobacco policy? Why do you say that?
12. Lastly, how could CYAN have been more helpful in your campuses efforts?

That concludes our interview. Are there any questions that I should have asked today, that I did not?

Thank you for taking the time to share your experiences and knowledge with us. It's much appreciated.