

## Smoking Bans on University Campuses

### Background

There appears to be a trend toward banning smoking on college campuses. The university system in North Dakota was moving toward a ban, but that issue is now being contested in the courts on behalf of the college students by the North Dakota ACLU. Currently, the University of Wisconsin at Madison is considering a ban on smoking in all indoor areas of the campus. Chancellor Donna Shalala is promoting the ban.

Despite the fact that nearly all college students are of legal age to purchase cigarettes (18+), we have purposely avoided getting involved when smoking restrictions are proposed in a university setting. For the most part, we have counseled local groups to avoid becoming actively involved in these issues, too. It is my understanding that our efforts to eliminate any possibility of being perceived as trying to market our products to youth has been the driving force behind these decisions.

### Political Analysis UW-Madison

- \* Chancellor Donna Shalala is a vehement anti-smoker. She brought former Surgeon General C. Everett Koop on campus as a consultant/spokesperson to support the ban.
- \* Chancellor Shalala plans to accept input on the proposed ban through November 1, 1990, and to implement the policy beginning with the Spring semester of 1991.
- \* From 1968 to 1988, RJR has contributed \$114,000 to the University for tobacco research, discretionary grants and undergraduate scholarships. (See attached listing) TI thinks Philip Morris has also made sizeable contributions to the University.
- \* State Representative Barbara Gronamus, who also chairs the state's Agricultural Committee, blasted Chancellor Shalala in the press for pushing for the ban. However, TI characterizes Gronamus as being viewed as a flake throughout the state, who has very little political pull, if any.
- \* There is no state law that would pre-empt the Chancellor from imposing a ban.

### Possible Grassroots Actions

- \* RJRT's involvement should be very low key. Even though college students aren't "youth," if our involvement became known we could expect the usual allegations from our adversaries. This would take the focus off the real issue, give our opponents additional ammunition and reduce the likelihood of defeating the ban.
- \* Instead of direct RJRT involvement, we should let the local smokers' rights groups and others who are impacted by the ban be the "lightening rods" on the issue.
- \* Have local groups monitor college papers to identify students opposed to the proposal. The local group would contact these individuals, invite them to the next group meeting and develop coalitions with them.
- \* Have students who join the local group identify, contact and recruit faculty members and other university employees who are opposed to the proposal.
- \* Have students who join the local group contact the Student Government Association to find out their position on the issue and to seek their support in preserving individual rights and freedom of choice.
- \* Have students who join the local group plan and execute on-campus activities to show visible opposition to the ban, such as petition gathering efforts and perhaps other protest activities.
- \* Have students continue to write letters to the editor of the college newspaper(s) opposing the ban. Meet with the editor(s) and attempt to get coverage of the on-campus opposition to the ban, as well as editorials opposing the ban.
- \* Students could consider having their parents, who write the tuition checks, write letter to the Chancellor opposing the ban.
- \* Group members, particularly those who take courses at UW-Madison, would write letters to the editor of the local newspaper voicing opposition to the ban.
- \* Students would contact the state's ACLU chapter to see if a North Dakota type law suit would be possible.
- \* If university employees are unionized, work through TI's contacts to develop internal pressure on the issue.