

Student Survey Report Peralta Campus Tobacco Project

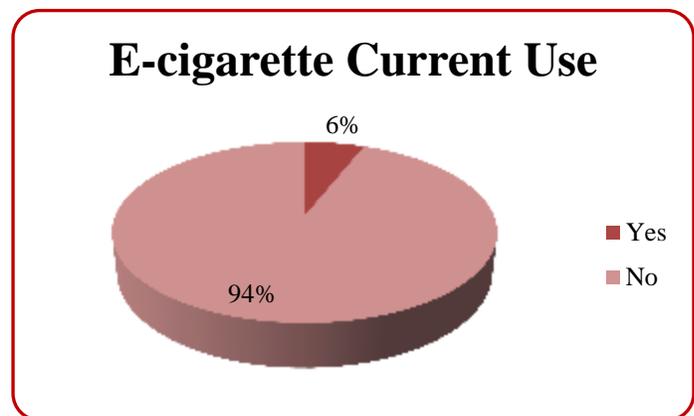
July – December 2014

Introduction

From July 1 to December 21, 2014 student advocates administered a survey to 90 students at Merritt College, one of the campuses in the Peralta College Campus District. The survey was designed primarily to gauge the student body attitudes and knowledge about e-cigarette use harms and attitudes about campus-wide policies to ban the use of e-cigarettes (and other ENDDs products). Another purpose of the survey is to document e-cigarette use on the campus. Because this was a relatively small convenience sample, we cannot make broad claims that these results represent the entire student body. However, these reported results are useful in sensitizing campus advocates to the needs for information and education.

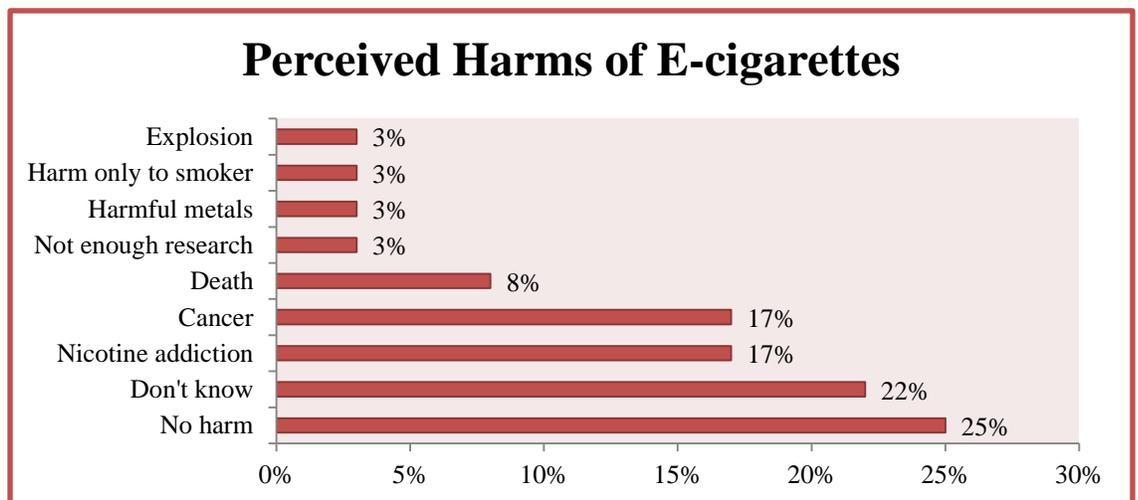
Participants Use of E-cigarettes

A majority of the students have never used e-cigarettes (79%) and do not currently use e-cigarettes (94%). For those that do use, they listed their reasons predominately as nicotine addiction (4 out of 4), thinking it is better for health (less carcinogenic) than cigarettes. Second to that was listed is enjoyment (1 out of 4).



Participants Views of Potential Harms of E-cigarette use

This survey was conducted on a convenience sample of students on campus, who have not yet been exposed (93%) to any campus-based education on e-cigarettes, including any informational fliers. A quarter of students who



responded to the survey reported that there were no harms to e-cigarette use.

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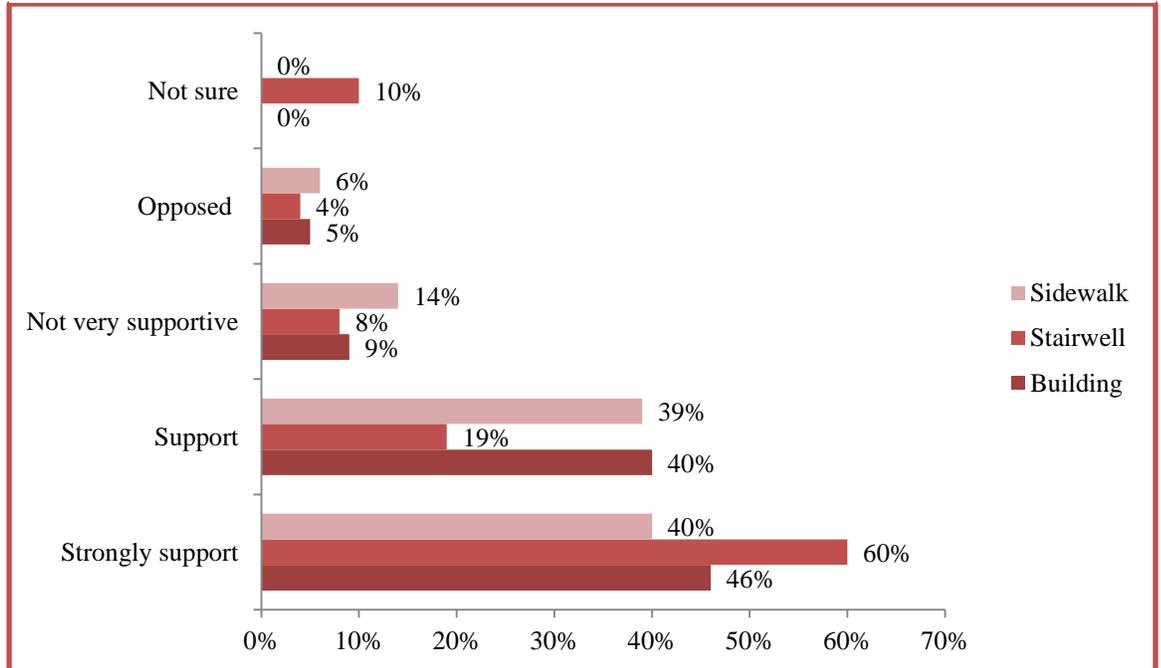
Support for Policies Restricting E-cigarette use on Campus

When asked if they would support policies to restrict the use of e-cigarettes on campus 51% said they would not. However, when the question was asked with greater specificity regarding the areas on campus where e-cigarettes would be

restricted, we see strong support for restricting stairwells, followed by inside the buildings. While the chart breaks out degree of support for restrictions:

Overall 86% express some support for restricting e-cigarette use in buildings; 79% for stairwells, and 79% for sidewalks.

Level of Support for Restricting E-cigarette Use



Recommendations: It appears that the students surveyed have little information about e-cigarettes, and that most have not ever tried them before. Their immediate reaction to the question about banning e-cigarette use was not overwhelmingly supportive of the idea. However, as they began responding to questions about areas where bans would occur, they reported more support for the restrictions. This indicates a readiness for a campus-wide education project to be undertaken in order to garner more support and possible advocates among the students at Merritt College. As it is, there were 19% who reported that they would like to participate in project activities to promote e-cigarette free policies. With more campus-wide education and a petition campaign, it seems likely that stronger support can be generated. The education ought to focus on the actual documented dangers of e-cigarette use, of nicotine addiction, and exposure to vaping.