



Healthy Campus Case Study



HEA

An tÚdarás um Ard-Oideachas
The Higher Education Authority

Quit Smoking & Vaping Programme

Institution/ Organisation

TU Dublin

Who leads/ led the project?

Healthy Campus Working Group and Sustainability Council Steering Group

Date and timeframe

Annual event in Autumn and Spring

Project Rationale

Educate students and staff of the harmful effects of smoking and vaping and to encourage registration to the Quit Smoking/Vaping Programme, increase awareness of the harmful effect of smoking/vaping for both users and the wider TU Dublin community and environment, and to inform University policy in this area.

Project Overview/ Summary

1. The project takes place each year in autumn (to recruit new 1st year students) and spring (to coincide with ASH Wednesday, National No Smoking/Vaping Day, and Lent) and is promoted to students and staff for 1 month duration in October and March.
2. The project is run in conjunction with the HSE, Slaintecare, and Healthy Ireland, and is approved by the Sustainability Council.
3. The HSE provide a free 10 -12 week Quit Smoking/Vaping programme with free Nicotine Replacement Therapy, as well as a trained facilitator.
4. Promotional stands are organised across campuses in October and March to recruit smokers and vapers, along with communication through social media, screens and was included in all TU Dublin newsletters. Promotion also takes place during health-related events in the university including Mental Health Week, Financial Wellbeing Week and Wellbeing Week.
5. Mini surveys about student and staff views on smoking/vaping on campus are used to gather data and inform policy in the university.
6. Awareness campaigns are run alongside the smoking/vaping recruitment promotions through TU Dublin Update and on the university website.

Key Learning Points

1. Establish working or steering group.
2. Develop links with health-related partners.
3. Plan well in advance of launch, allowing time to recruit smokers and vapers.
4. Run over 1 month duration minimum to make it worthwhile and to allow time to recruit smokers and vapers
5. Coincide with other wellbeing events such as Mental Health Week, Wellbeing Week, Financial Awareness Week, National No Smoking/Vaping Day, Lent etc.
6. Involve other health-related internal partners such as student health centers, communications team, students' union, sports organisations, etc.
7. Measure impact in terms of numbers recruited for each campaign.
8. Gather testimonials of successful recruits.



Limerick Framework for Action	Whole Campus Approach	Type of Evaluation
Culture	Campus Environment (Facilities & Services) (Pillar 2)	Process Evaluation
Partnership	Campus Culture & Communications (Pillar 3)	Outcome Evaluation
Students	Health Focused Area (Pillar 5)	Summative Evaluation

