



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Use of a Living Lab approach to implement a smoke-free campus policy

Martina Mullin, Co-Lead of the Healthy Trinity initiative

Prof. Shane Allwright, Fellow Emerita, Trinity College Dublin and ASH Ireland

Today

- 1. Why and how Trinity became tobacco free**
- 2. Enablers & barriers**
- 3. Our Living Lab approach**
- 4. Conclusions**



Why become tobacco free?

- **Policy**
 - Workplace smoking ban
 - Tobacco Free Ireland
- **Health**
 - Risks (active & passive) well established
 - Social smoking risks less well established
- **Tobacco free campus movement**
 - Multiple campuses including universities

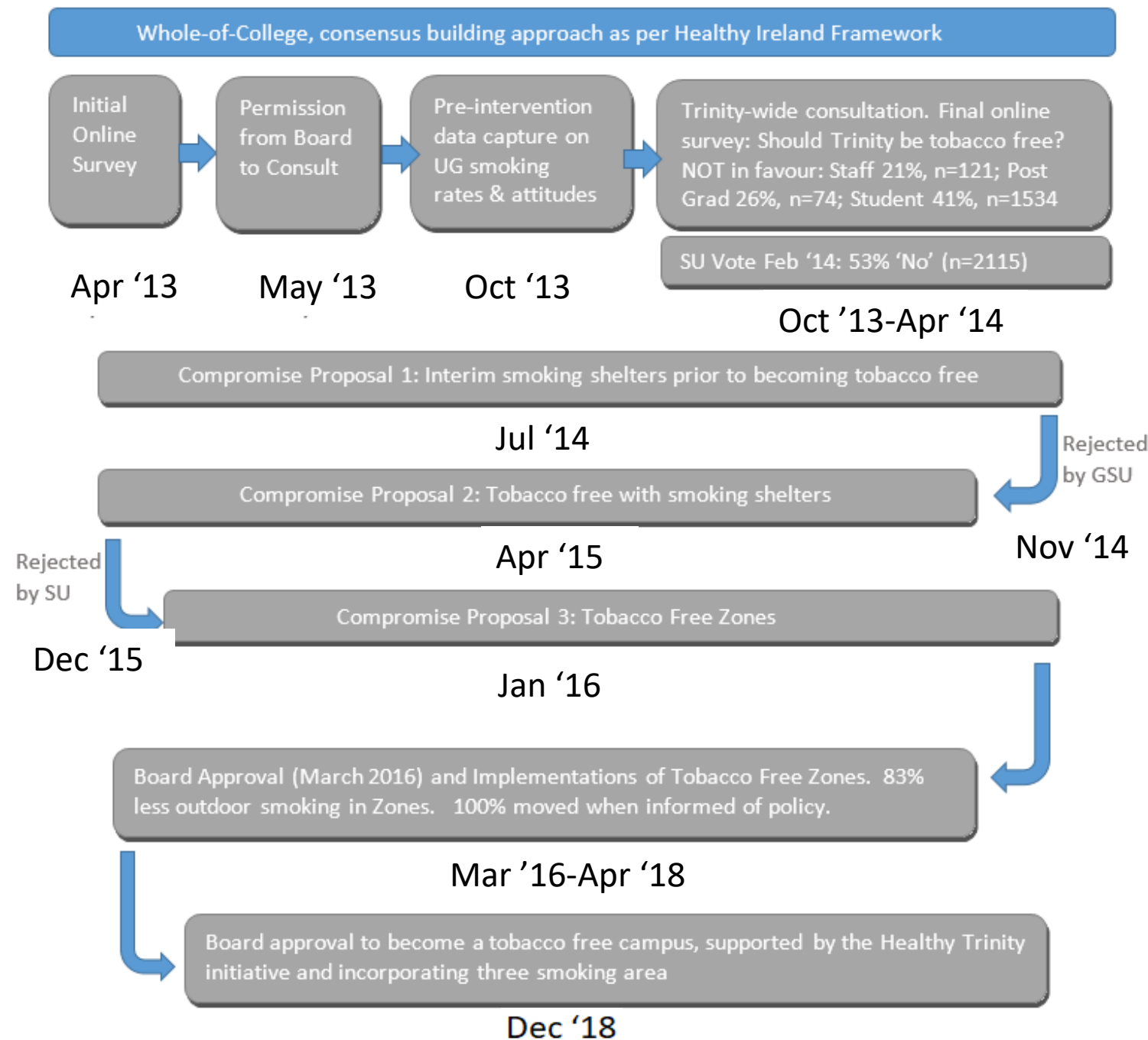


How Trinity became smoke-free

6 year process:

- Acceptability
- Feasibility
- >10,000 engagements

Legislation would help!



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Enablers to Becoming tobacco free

- **Champions: The right people in the right places**
 - Registrar – on Trinity Board, access to Provost and experience with workplace smoke free
 - Director of College Health Service
 - Health Promotion Officer with dedicated time
 - Chair of the group of staff unions supportive
 - Staff and postgraduate students
 - Provosts supportive, Linda Doyle and Patrick Prendergast
 - Perceived as acceptable
 - SU support – changed each year

Is it **ACCEPTABLE**
for Trinity to limit
tobacco use?

Is it **Feasible?**

Enablers to becoming tobacco free

- **Low rates of smoking**
 - 7% daily, 14% occasional amongst undergraduates
- **Non smoker frustration/distress at smoking at campus building entrances**
 - 50% of students affected
 - Can't open windows/seeping smoke
- **Incremental implementation steps**



Health, 2017, 9, 435-450
<http://www.scirp.org/journal/health>
ISSN Online: 1949-5005
ISSN Print: 1949-4998

Predictors of Daily and Occasional Smoking and Quitting in Irish University Students

Gabrielle McKee^{1*}, Joe Barry², Martina Mullin³, Shane Allwright², Catherine Hayes²

¹School of Nursing and Midwifery, Institute of Population Health, Trinity College Dublin, The University of Dublin, Dublin, Ireland

²Public Health & Primary Care, Institute of Population Health, School of Medicine, Trinity College Dublin, The University of Dublin, Dublin, Ireland

³College Health Centre, Trinity College Dublin, The University of Dublin, Dublin, Ireland
Email: *gmckee@tcd.ie

How to cite this paper: McKee, G., Barry, J., Mullin, M., Allwright, S. and Hayes, C. (2017) Predictors of Daily and Occasional Smoking and Quitting in Irish University Students. *Health*, 9, 435-450.
<https://doi.org/10.4236/health.2017.93031>

Received: February 1, 2017
Accepted: March 7, 2017
Published: March 10, 2017

Abstract

Knowledge of student smoking behaviors and attitudes was sought to inform a proposal to implement a smoke-free university campus. This study assessed prevalence of student smoking and quitting behaviors and associated demographic, contextual and attitudinal factors. A cross-sectional design using a convenience sample on a single university site was utilized. Data were collected by anonymous self-administered questionnaires and analyzed using bivariate and multivariable logistic models comparing smokers and non-smokers

Paper on baseline smoking prevalence in Trinity

Barriers to becoming tobacco free

- **Varying support from Students Union**
 - Open to restriction on smoking
- **Feasibility concerns**
 - Where 900 residents go?
 - 24 hour library, conferences, banquets
 - 1 million visitors per year
 - On campus pub
 - Marginalising smokers
 - How to enforce?
- **Lack of legislation**



A word cloud of barriers identified during our consultation to becoming tobacco free

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8 characteristics of a Living Lab

1. **Real-life environments** in which to experiment
2. **Stakeholders** who collaborate
3. **Activities** that are facilitated rather than managed because they do not assume any authority
4. **Business models and networks that explore feasibility** of a business model of complex solutions in real-life contexts
5. **Methods, tools and approaches** that are relevant to measuring human behaviours
6. **Challenges** related to the type of LL
7. **Outcomes**, both tangible and intangible.
8. **Sustainability** and Living Labs are closely related to each other.



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 ELSEVIER | Journal of Cleaner Production | Volume 213, 10 March 2019, Pages 976-988 | 

Review
A systematic review of living lab literature

Mokter Hossain^a  , Seppo Leminen^{b c d}, Mika Westerlund^d

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<https://doi.org/10.1016/j.jclepro.2018.12.257>  | [Get rights and content](#) 

Living Lab approach

From Action Research and
multi-component health
promotion to Living Lab

Paper undergoing peer
review

8 characteristics

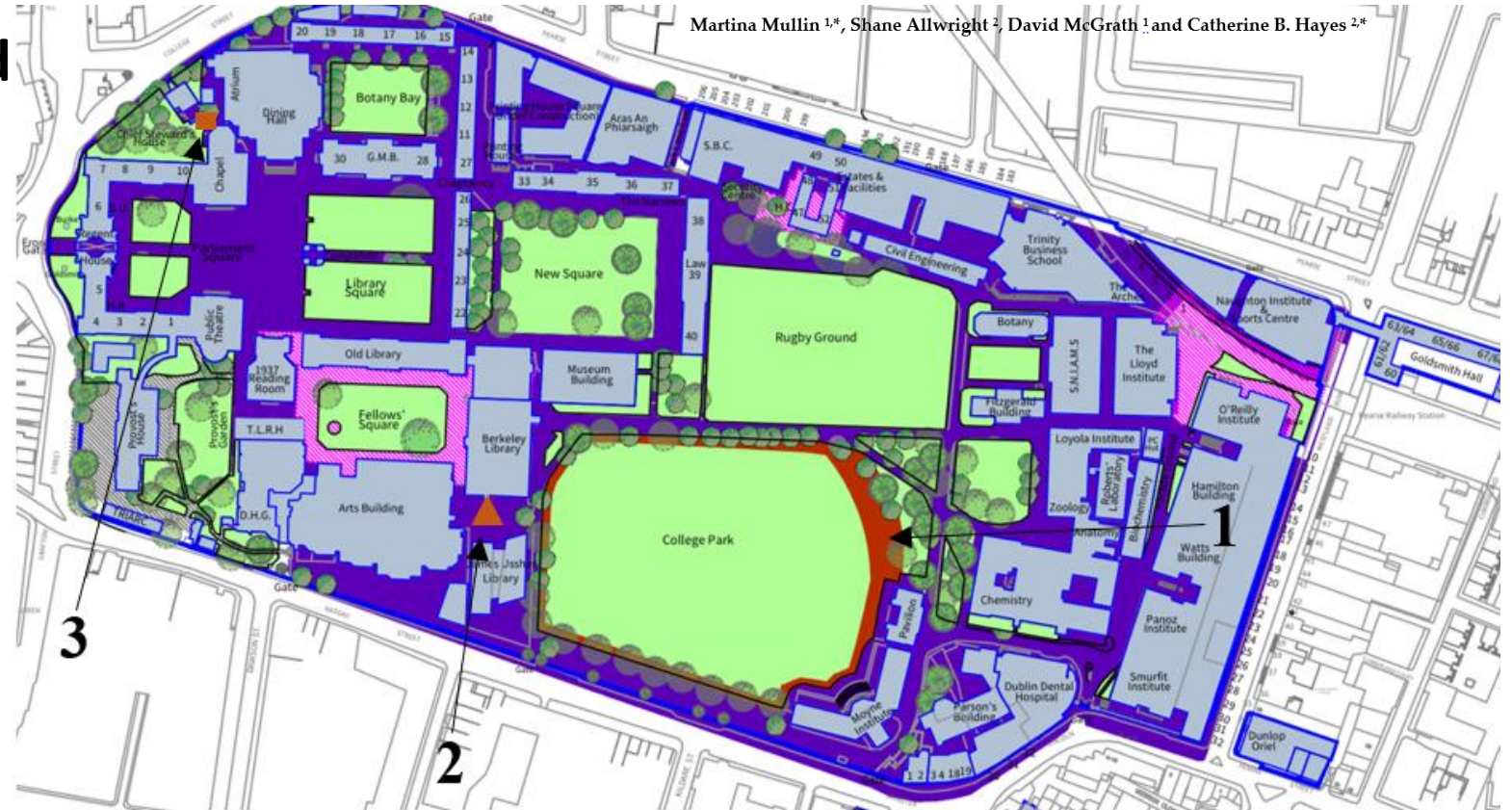
1. Real-life environments

2. Stakeholders

Article

Use of a Living Lab approach to implement a smoke-free
campus policy

Martina Mullin ^{1,*}, Shane Allwright ², David McGrath ¹ and Catherine B. Hayes ^{2,*}



- Wall mounted shelter
- Smoking area
- Canopy umbrella shelter
- Pilot Zone
- Tobacco Free

Tobacco free campus shown in purple. Designated smoking areas 1-3 in brown.

Living Lab – 8 characteristics

3. Activities that are facilitated rather than managed because they do not assume any authority

- Communications
- Smoker interactions
- Events

4. Business models and networks that explore the feasibility of a business model of complex solutions in real-life contexts

- Feasibility: Trinity invested >€150,000 between 2016 and 2020 in Tobacco Free Trinity



Ambassadors 2022/2023



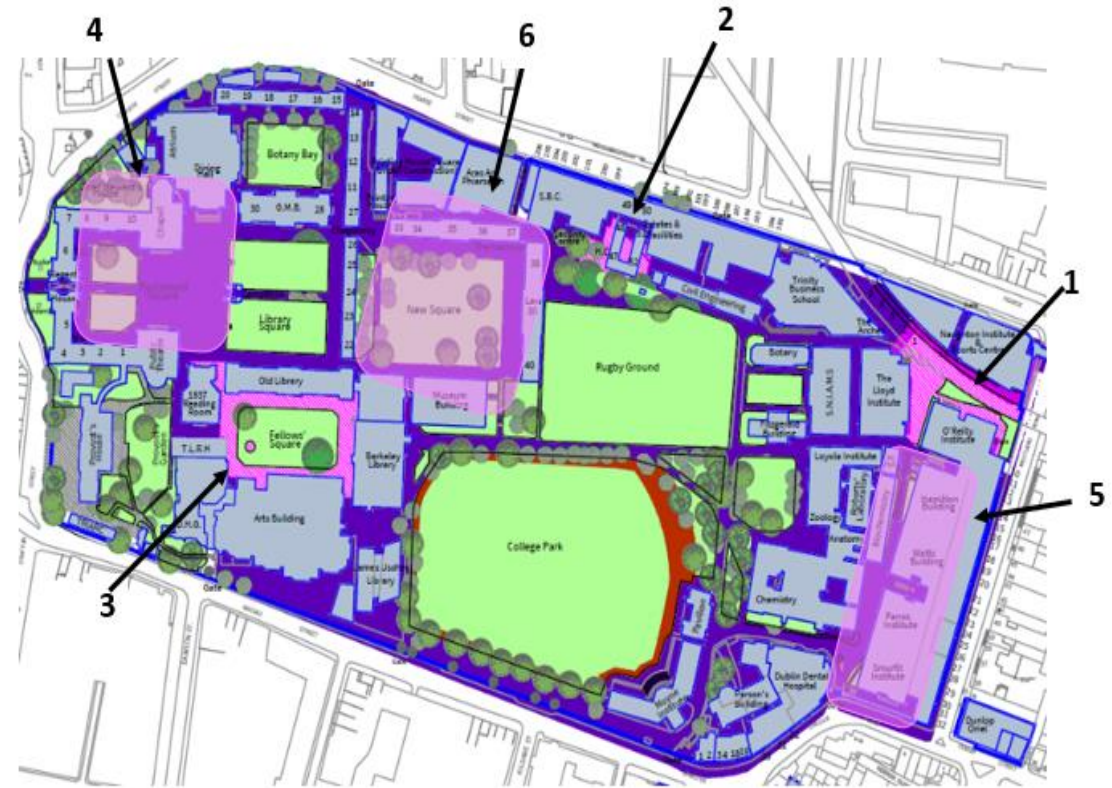
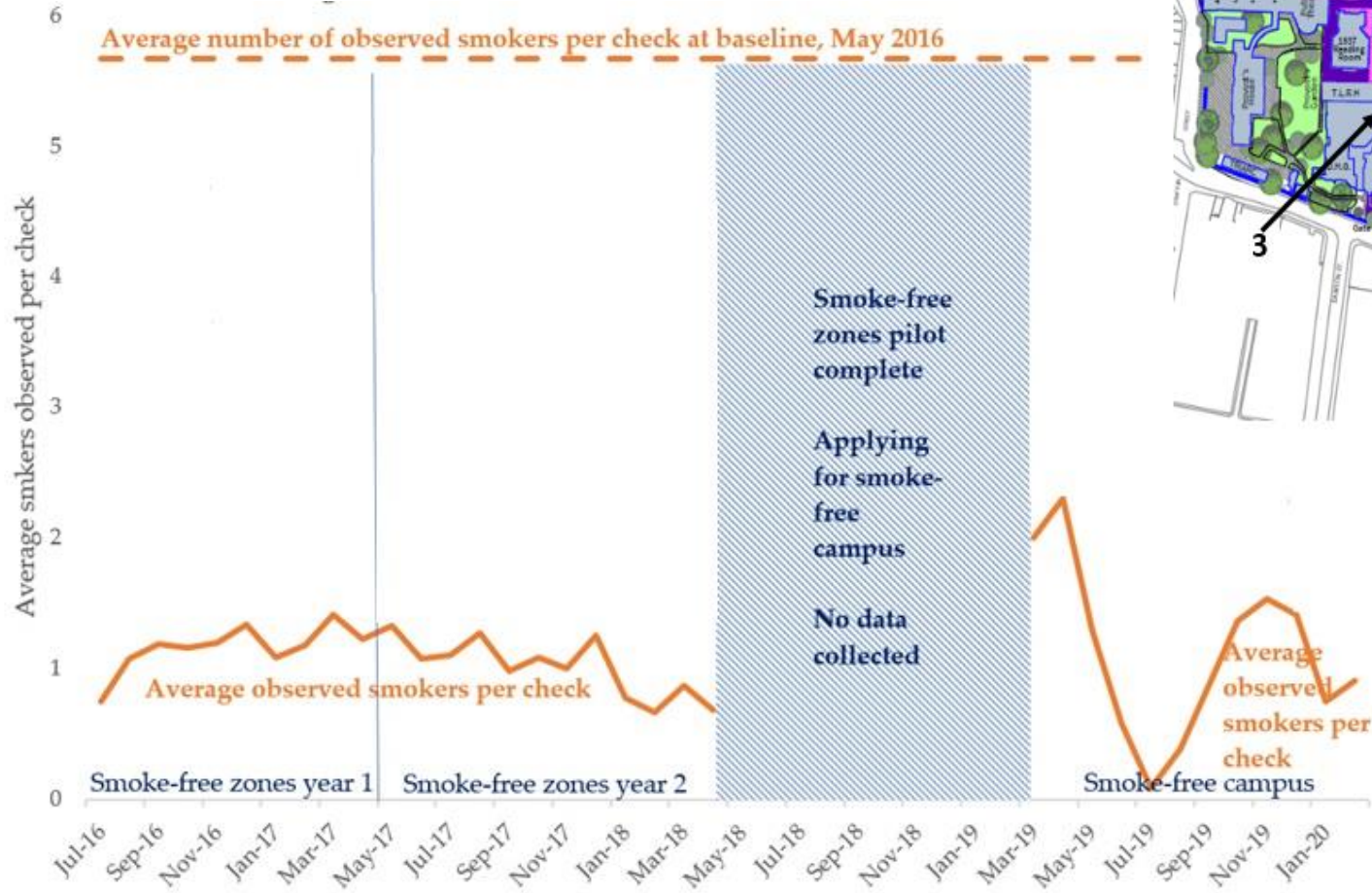
Ambassador created social media content



Events to support smoke-free policy

Living Lab – 8 characteristics

5. *Methods, tools and approaches* that are relevant to measuring human behaviours and interactions....



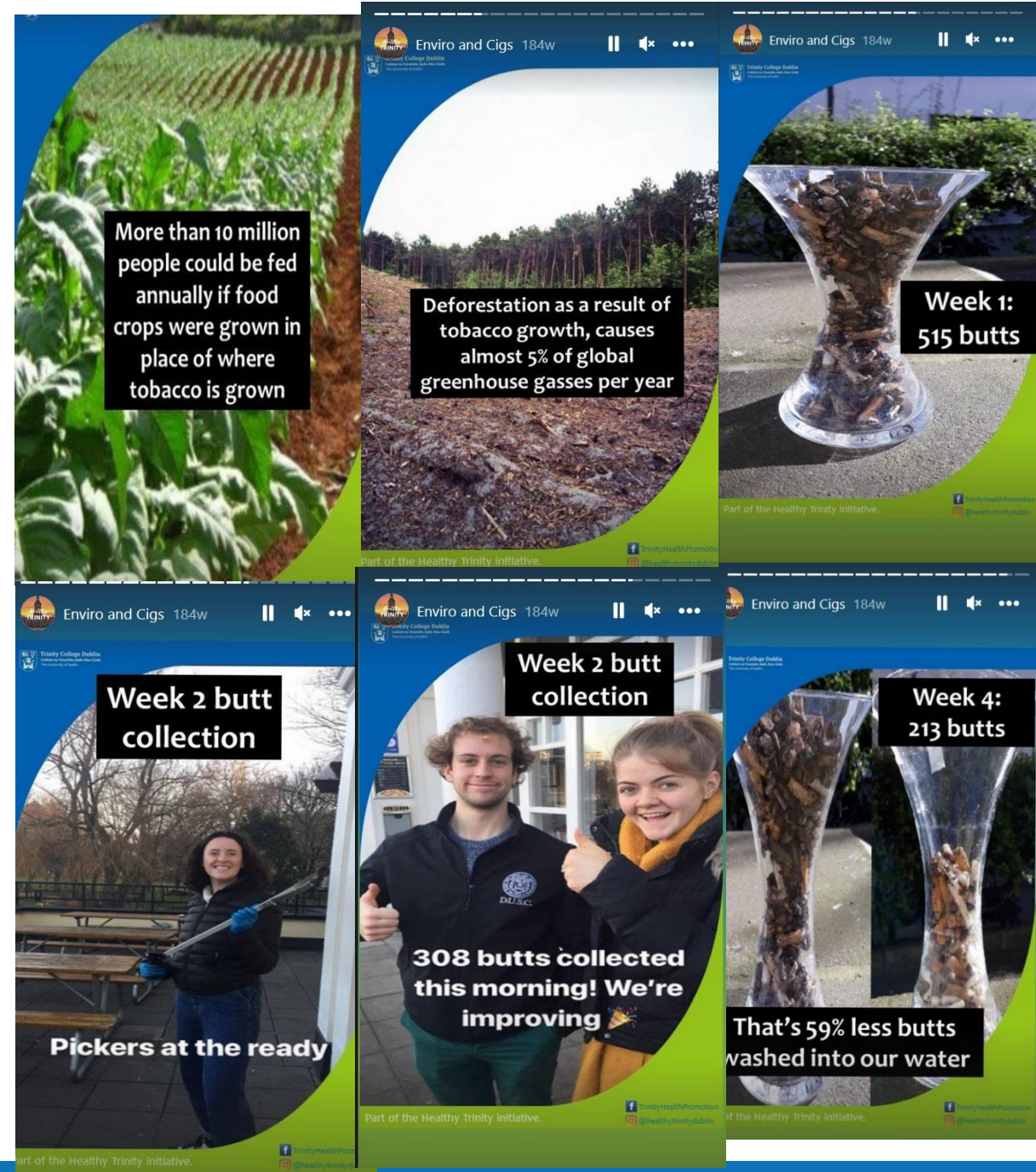
Baseline data essential!

Living Lab – 8 characteristics

5. Methods, tools and approaches that ...

provide an environment of innovation in which to engage all relevant stakeholders in different phases to co-create value.

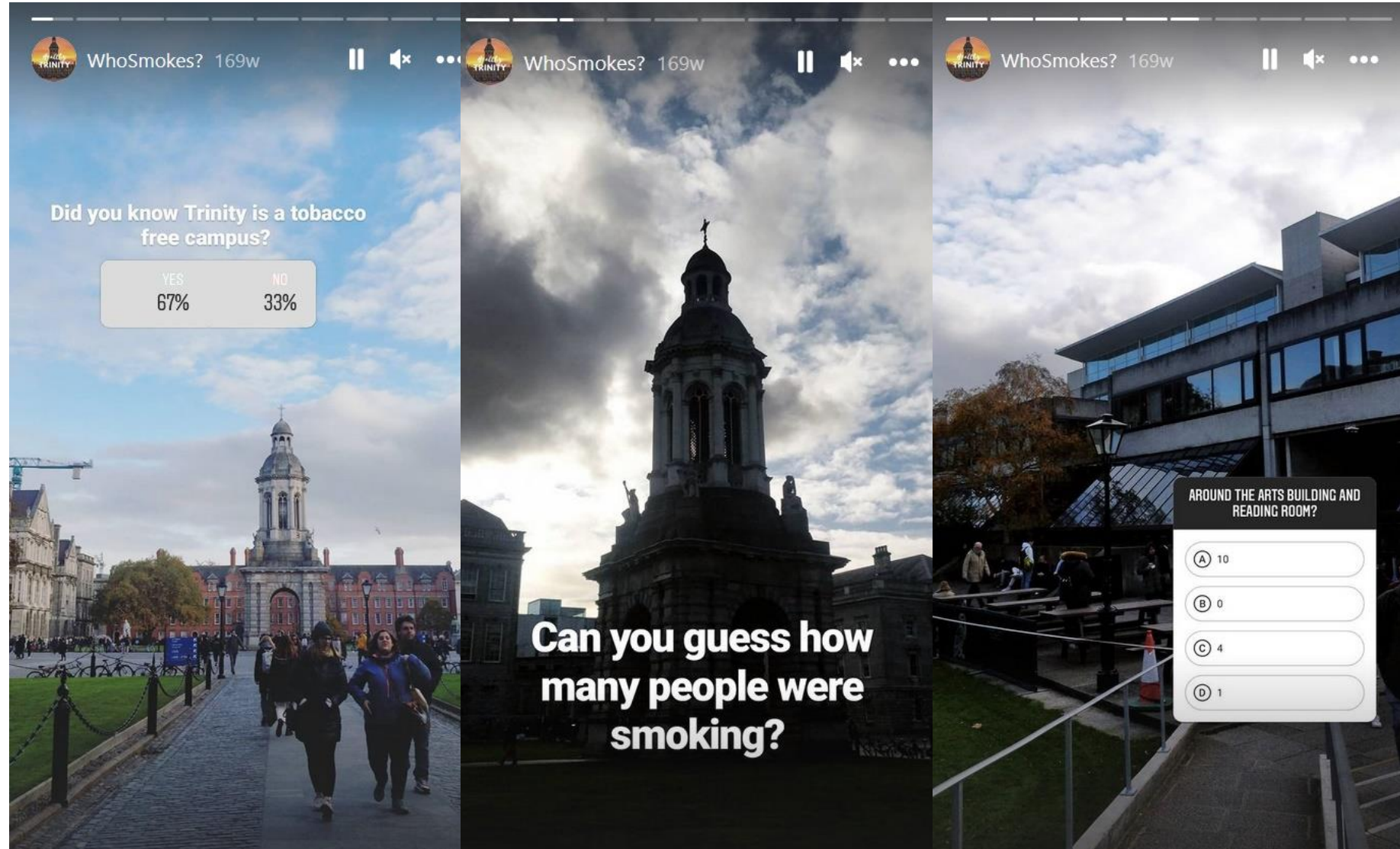
- Student project shown: Environmental harm of tobacco (right) by 4th business students, social marketing campaign about environment and social smoking (below) by MSc students



Living Lab – 8 characteristics

6. *Challenges* related to the type of LL and the context in which it operates

- Non-adherence



Living Lab – 8 characteristics

7. *Outcomes*, both tangible and intangible.

- **Healthy Trinity**
 - 9 working areas, >100 partners
 - Tobacco basis for other groups
- **Student-led paper**
 - 50% of those who smoke start >18 years
 - 25% social smoking
 - Current student survey: vaping

8. *Sustainability* and Living Labs are closely related to each other.

- Environmental messaging seems to resonate with students



> [Ir J Med Sci. 2021 Aug;190\(3\):941-948. doi: 10.1007/s11845-020-02439-5. Epub 2020 Nov 27.](#)

Not really a smoker? A study on the prevalence of and attitudes to occasional social smoking in a third level institution in Ireland

[Seán R Murray](#)¹, [Sarah J Lyne](#)¹, [Melissa D Cryan](#)¹, [Martina Mullin](#)², [David McGrath](#)³, [Catherine B Hayes](#)⁴

Quitting smoking is crucial for students taking positive climate action

By Kathryn Edgar, 2nd year medical students as part of the #TCDMedStudentInitiative on Healthy Trinity Instagram

Single use plastic

If we young people do not take some control over the destruction of our environment, then our generation and the ones to come will pay heavily for the environmental damage being done to our planet today.

One of the substantial changes we have seen in recent years, and something that each of us can contribute to, is the reduction of plastic waste. Plastic is responsible for millions of animals being killed each year. National Geographic warns us that over 700 species including endangered ones have been affected by eating plastic. There have been moves by the EU to reduce plastic waste. One of



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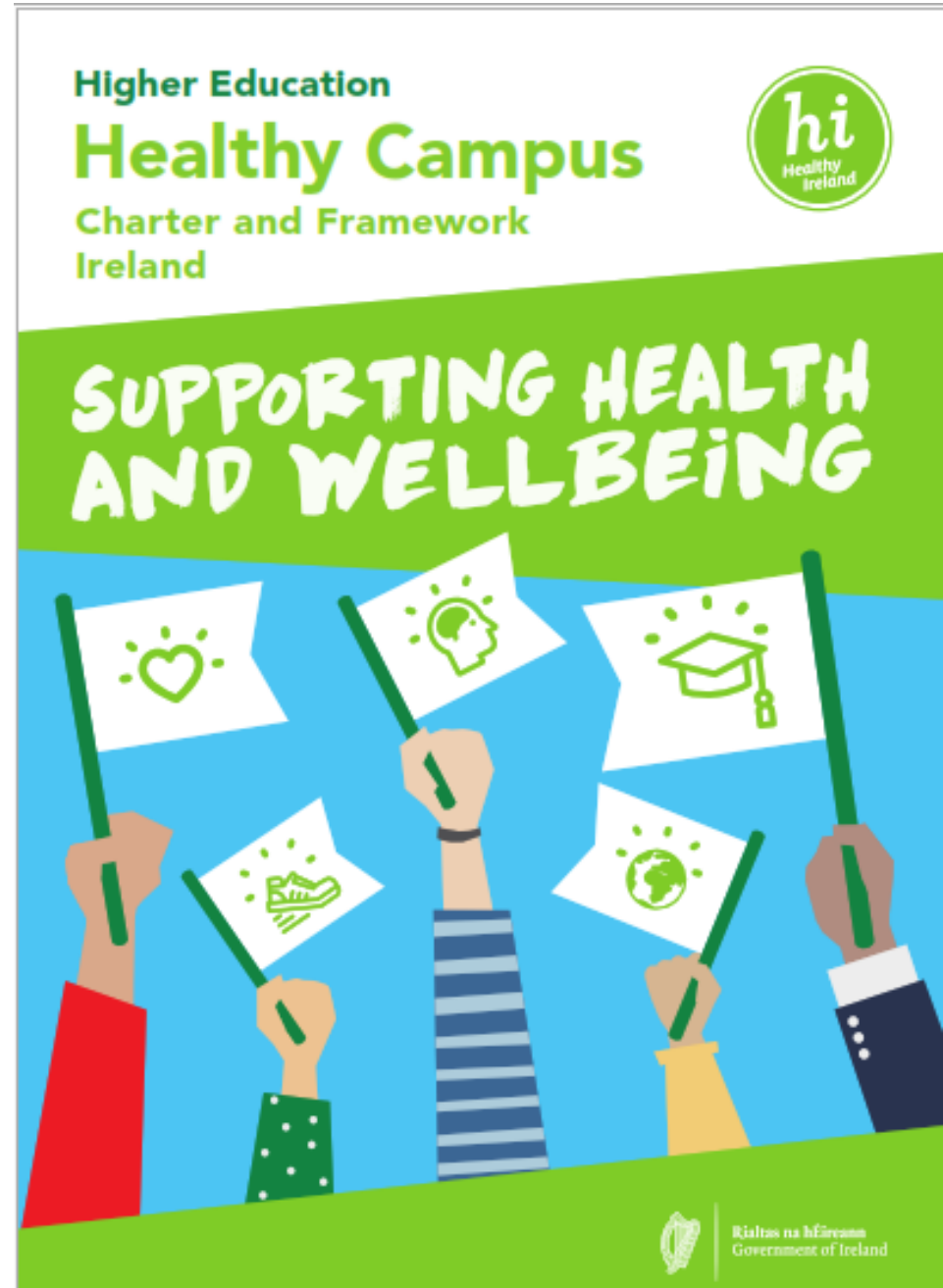
Living Lab as an approach to smoke-free campus

- **Marries well with best practice health promotion**
- **Flexible enough to allow emergence of:**
 - Social smoking paper
 - Environmental messaging
 - Other student initiatives
- **Comes from Sustainability – important in light of SDGs and green agenda**
- **Resonates in university setting**
- **Is recommended BUT...**



Smoke free campus requires resources

- **Smoke-free campuses must have an implementation strategy and require ongoing resources**
- **Evaluation is essential, hence data collection**
- **HEA Healthy Campus initiative is an important enabler**
 - With HEA support, less consultation may be necessary



Benefits of smoke-free campus

- **Reduced observed smoking**
- **“De-normalisation”**
- **Cleaner air, cleaner campus**
- **Has led to the development of Healthy Trinity**
 - Model for other health topics
- **Anecdotal evidence of increased attendance of students at smoking cessation groups**
- **Offers opportunity for teaching and research**



Case study of our approach

The **Tobacco** Working Group was established in 2013. It uses our six action areas and has achieved an **80% reduction** in frequency of observed smoking since 2016.

1. Events & Interventions

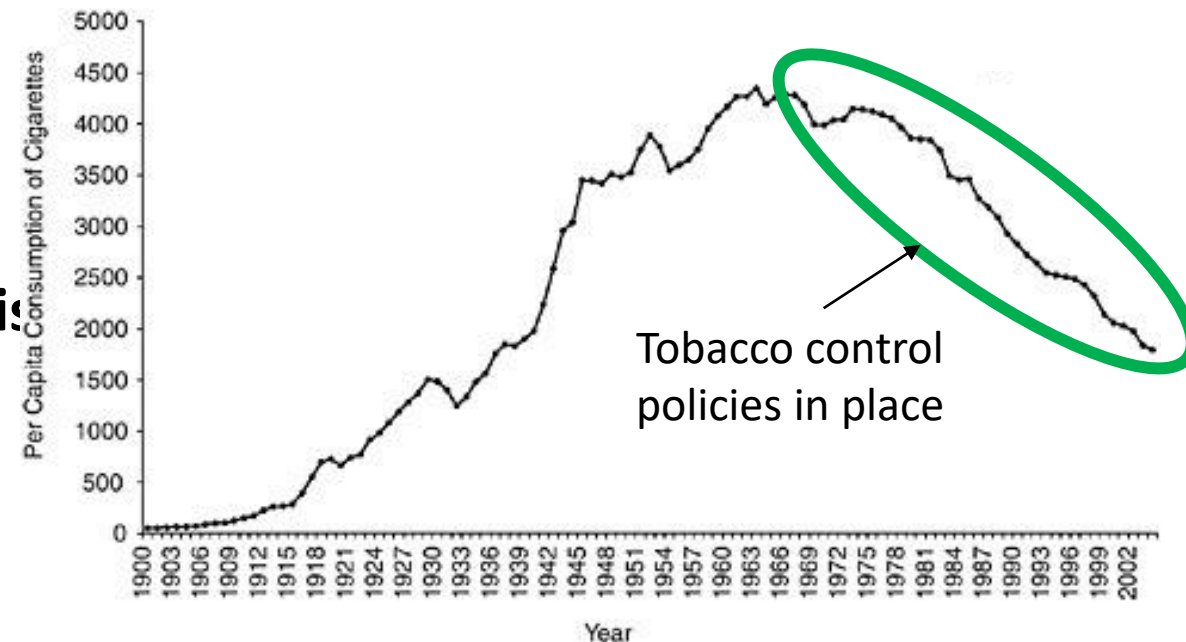
Free stop smoking courses have been run twice p.a. since 2004 as well as multiple events to promote tobacco-free living. Pictured is Ultimate Frisbee, one of seven clubs who as part of our Healthy Library initiative offer “come and try” sessions encouraging active breaks not cigarette breaks.

2. Supportive Environment including policy

After six years which included a **1 year consultation**, **3 interim proposals** and a **2 year pilot**, in March 2019, Trinity became a tobacco free campus.

Next steps for Trinity

- **Go totally tobacco free?**
 - **E-cigarettes** very concerning.
 - Vaping permitted on campus
 - Student project underway
 - Keep sanctions under review
 - Orientation - how not to start smoking
- **Support Tobacco21**
- **Tobacco learning applied to climate crisis**
- **Legislation**



Smoking prevalence in US in 20th Century

**Thank you
for the
opportunity
to present**



— Trinity student Mairead, strikes the winning blow on a cigarette shaped piñata