

Blowing smoke on U.S. campuses

by Karen Neustadt

(CPS)—The glamour of smoking is in ashes in the '90s, and college campuses are taking a hard look at policies, some with an eye toward creating an entirely smoke-free environment in the future.

Many schools are dumping vending machines, removing ashtrays from sight, and banishing smokers either off-campus, or to small contained areas away from non-smokers.

Tucked in the back of school newspapers are advertisements claiming to help students quit the smoking habit. "You can do it" or "Let us help you kick that nasty habit" spur the headlines encouragingly.

"I don't think smoking among college students is considered cool," said Randy Hurlow, director of communications of the American Cancer Society in Washington state.

Yet, many college students continue to smoke.

According to the U.S. Department of Health and Human Services, a recent survey reflects that in the 20-24 year age group, 31.1 percent of males smoke, and 28.1 of females also have the habit.

People start smoking early—80 percent, in fact, are addicted by the time they are 18-years-old. Non-smoking activists are fighting to strengthen laws against underage smoking so teenagers don't become college students with a major nicotine addiction.

In December, three studies published in the Journal of the American Medical Association found that the Camel logo, "Joe Camel," captures the fancy of more children than adults, and is as readily recognizable as Mickey Mouse by many 6-year-olds.

According to a Dec. 23 arti-

cle in *Newsweek*, Camel's cigarette sales to young people rose sharply from \$6 million a year prior to using the logo to \$476 million today.

Since the '60s, smoking trends have fluctuated among college-educated adults over 20, with smoking at its peak in the mid-'70s.

After warnings from the U.S. surgeon general and federal crackdowns on glitzy tobacco advertising, there has been a decline in smoking among people with some college education, from 42 percent to 26 percent between 1965 and 1987, according to the American Lung Association.

The Tobacco Institute, citing an industry-wide policy not to communicate with college students, declined to say what was being done by the tobacco industry to counter college campuses anti-smoking policies.

The facts about smoking are grim:

- Based on data from the National Center for Health Statistics, smoking is the single largest preventable cause of premature death and disability in the United States and kills more Americans each year than cocaine, heroin, alcohol abuse, drugs, auto accidents, homicide and suicide combined.

- Americans still smoke 600 billion cigarettes yearly.

- Though there have been many lawsuits filed against tobacco companies by smokers, recently a \$5 billion class-action suit was filed by a group of cancer stricken flight attendants charging that secondhand smoke caused the disease.

- Only 13 percent of lung cancer patients live five years or more after diagnosis.

Is UNLV following the trend?

by Tricia Ciaravino

Many college campuses are now smoke-free. Some ban smoking anywhere on campus while others simply designate smoking areas.

There is a Nevada state law which states that all buildings must provide non-smoking areas, while smoking areas may be designated. As a result, most of UNLV's buildings are strictly non-smoking. But they do provide court yard areas for employees and students to smoke.

President Robert Maxson said he feels the transition has gone smooth at UNLV.

"I think it has been as smooth here as anyplace else. The policy has worked really well," he said.

Maxson attributes the easy transition to the anti-smoking wave that has swept across the country.

"I think the public is getting accustomed to this," he said.

The Last Puff:

Tips from former nicotine addicts

- Get plenty of exercise.
- Drink fruit juices and water.
- See doctor about aids for quitting.
- Try Nicorette gum.
- Quit one day at a time.
- Avoid emotional situations.
- Stay rested.
- Sit in non-smoking sections.
- Enlist friends to help you.
- Reward yourself when goal is reached.

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