



UNDERSTANDING HOW SMOKE-FREE CAMPUS INITIATIVES INFLUENCE USER BEHAVIOURS: A LOGIC MODEL ASSOCIATED WITH THIS POLICY

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YOUTH AND STUDENT SMOKING IN EUROPE AND FRANCE: SITUATION AND PREVENTION STRATEGIES

1/Focus on Europe (*European Commission, 2024*)

- Around **700,000 deaths/year**
- **29% of young Europeans** aged **15–24** smoke : among the **highest youth smoking rates worldwide**

2/Focus on France

- Around **75,000 deaths/year**
- **28.3% of 18–24 year-olds are daily smokers** in 2021 (*Pasquereau et al., 2022*)
- **19.1% of students are daily smokers** (*Santé publique France, 2022*)

3/How can we reduce the prevalence of smoking among students?

- SMOKE-FREE CAMPUS (SFC):
 - WHO recommendation: tobacco-free indoor and outdoor spaces
 - **Included in France's National Tobacco Control Plan (2023–2027)**

OVERVIEW OF THE DEVELOPMENT OF SFC

Many countries have adopted SFCs (e.g. Canada, USA, Australia), but yet still rare in Europe (*Robertson & Marsh, 2015*)

1^{er} SFC in France: EHESP School of Public Health: 31 May 2018

- Offering **master's and doctorate** programs in public health
- Training **future civil servants in health & social care** (**management, inspection functions**)
- **1,200 students** and **7,000 continuing education** trainees per year
- **19.7% reported smoking** (academic year 2024–2025)

SFCs are still rare in France: Faculty of Medicine, University of Brest, AP-HP health schools in Paris , etc.



EHESP smoke-free campus (SFC) : launched on May 31st, 2018

A total ban on smoking across the entire campus (indoors and outdoors). Vaping is permitted in outdoor areas

Activities deployed on campus:

- **Free cessation support** for students and employees (consultations with a tobacco nurse) and relaxation therapy:-)
- **Ambassadors for respect**
- **Ongoing communication initiatives** (posters, flyers, dynamic screens, participation in smoke-free month / World No Tobacco Day)
- **Smoking shelters/ashtrays** on the edge of campus
- **Evaluation of the SFC policy** (Survey by questionnaire and interviews)

RESEARCH QUESTION

RESEARCH QUESTION :

“How do the various activities of the EHESP SFC help to influence users' smoking behaviour and change the campus environment?” Reflection on the logic model

RESEARCH OBJECTIVE:

- 1. What is the causal model associated with SFC policies (development of a logic model)?
- 2. What are the assumptions underpinning the expected changes generated by SFC?

METHODOLOGY

Data collection:

- 128 internal documents relating to the SFC (2015–2024): minutes of meetings, reports, etc.
- 23 semi-structured interviews with staff and students involved (2024)
- Non-participating observations (2024): 20 hours

Data analysis: content analysis (Nvivo©)

Validation of the logic model through individual interviews and focus group (*with 10 people interviewed*)

RESULTS : SIMPLIFIED VERSION OF THE EHESP SFC LOGIC MODEL (1/3)

Timeline

Expected reach and reaction :

- A.*** All users are informed of the smoking ban and SFC-related activities
- B.** SFC is perceived as acceptable, useful, effective
- C.** SFC perceived as respectful of non-smokers, protective, legitimate

Reach assumptions (if)

1. Smokers can see the benefits of SFC for themselves, then (**A, B**)
2. Non-smokers perceive the benefits of a pleasant and exemplary campus, then (**A, B, C**)
3. All the activities facilitate the deployment of the approach (**A, B, C**), etc.

Activities on campus (Previously described)

RESULTS : SIMPLIFIED VERSION OF THE EHESP SFC LOGIC MODEL (2/3) EHMA 2025



Timeline

Expected changes in capabilities :

Knowledge

D. Smokers' awareness of their consumption and dependence
E. Raising awareness of the risks of smoking/false beliefs

Attitudes

F. Positive views and support for the SFC
G. Encourage each other to respect the SFC and stop

Behavioral control Perceived ease of :

M. Reducing/quitting smoking thanks to the SFC and aids
N. Using stop aids
O. Using smoking shelters
P. Respecting the SFC

Skills

Q. Improving emotional and stress management skills

Tobacco norms

H. Social acceptability of non-smoking on campus

Motivating users to:

I. Comply with the SFC
J. Reflect on their consumption
K. Reduce or stop smoking
L. Participate in activities

Capacity change assumptions (if):

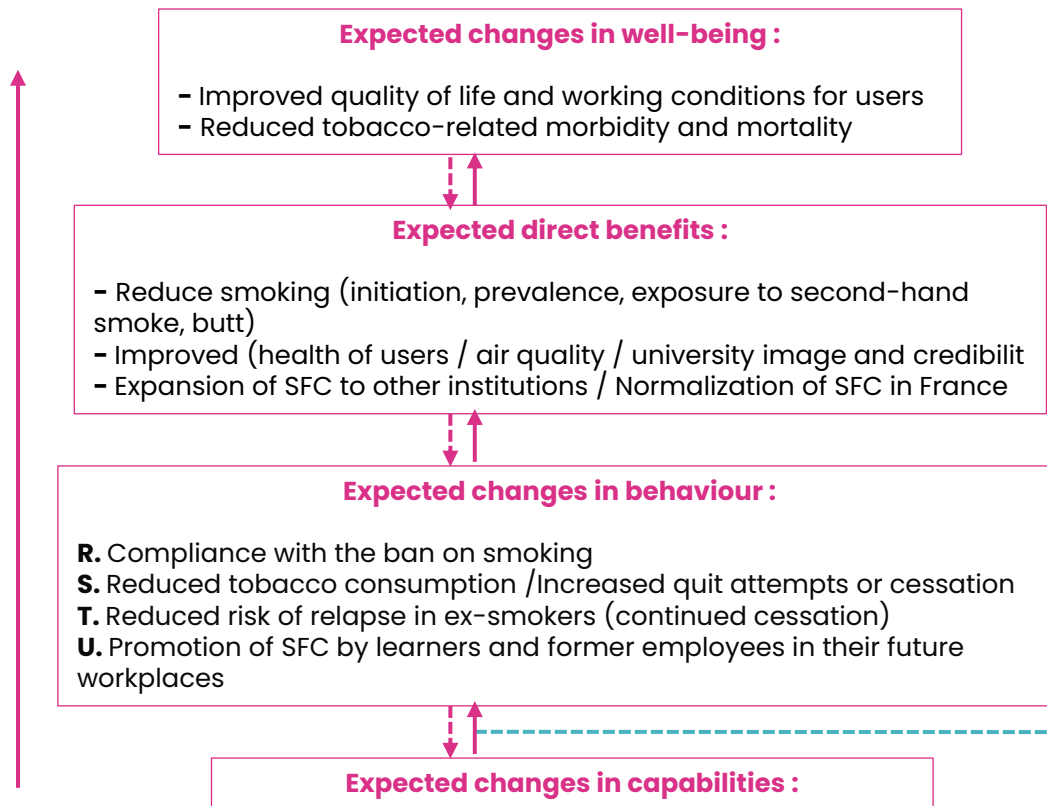
1. Smoking is denormalized on campus, then **(D, F, H)**
2. The costs(time, number of steps) associated to using the smoking shelters is high, then **(D, J)**
3. Fewer environmental prompts for smoking, then **(K, M)**
4. Information on the availability and usefulness of the proposed aids reach smokers, then **(M, N, O, P)**
5. Users participate in SFC activities, then **(G, R)**, etc.

Expected reach and reaction

RESULTS : SIMPLIFIED VERSION OF THE EHESP SFC LOGIC MODEL (3/3) EHMA 2025



Timeline



Behaviour change assumptions (if):

1. Respect of the policy enforced by the administration and ambassadors, then **(R, T)**
2. Use of cessation aids available on campus, then **(S, R)**
3. The School can demonstrate the feasibility of setting up an SFC and show its impact, then **(U)**
4. Users have a positive experience of the SFC, then **(u)**, etc.

DISCUSSION AND CONCLUSION:

Research contribution :

- Enhancing understanding of the processes underlying the transformations that SFC activities may generate among students and staff, in order to achieve intended outcomes.
- Considering the effects of the components of the EHESP SFC policy to assess the effectiveness and impact of SFCs.
- Supporting the transferability of SFCs in France by adapting the model to other universities and settings, such as smoke-free hospitals and healthcare facilities.

Limitations of the study :

- Based only on the EHESP SFC
- Future research required (quantitative) to test the proposed model.



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