Dear Campus Community,

Coming in the fall of 2010, The Richard Stockton College will begin a community awareness program of the effects of tobacco products.

Dubbed “TOBACCO MADNESS,” the campaign will provide education on the impacts of tobacco products not just on the health of individuals, but also on the environment. It will seek to change behaviors that are detrimental to our campus appearance, the environment and the health of our students and employees. Because raising awareness and changing a culture takes time, the campaign is designed to span the course of two semesters. There will be posters, video messages, commercials, product distributions, a contest to engage students in the creation of public service announcements and other mediums to deliver the campus policy and overall message. To be truly successful, this is an effort that will need the support and commitment of a variety of stakeholders across campus and from all Divisions of the College.

When all is said and done, we hope to have a cleaner campus, a community armed with more knowledge of the environmental and health impacts of tobacco products and a clearer communication of the College policy on smoking.

This program is fully endorsed by the President and the College Cabinet and with the help of the campus community should prove to be successful in its efforts.

The Department of Environmental Health & Safety will be spearheading the campaign. If you would like to be involved, infuse the theme into your course curriculum or support the campaign in any way, your participation is welcome and we encourage you to contact the Department of Environmental Health & Safety at ext. 3603.

Sincerely,

Matt Altier
Vice President of Administration and Finance