

Advertising, Sponsorship and Promotion of Alcohol and Tobacco Products on Campus (AP-01-107)

UW-River Falls Administrative Policy	Advertising, Sponsorship and Promotion of
Policy ID: AP-01-107	Alcohol and Tobacco Products on Campus
Effective: April 15, 2008	Maintained by: VCFA
Revision: August 2022	Approved by: Chancellor
Review: 3 years	Next Review Date: August 2025

Policy

It is the policy of UW-River Falls that advertising, sponsorship, or marketing with the purpose of promoting alcohol and/or tobacco or tobacco use products/e-cigarettes or vaping products (including in official University print or online publications and media) is prohibited on campus and at University sponsored events.

The purpose of this policy is to establish guidelines by which alcohol and tobacco or tobacco use products/e-cigarettes or vaping products may be advertised, sponsored, and promoted on the UW-River Falls campus (any property owned or controlled by UW-River Falls), or at University sponsored events (any event, on or off campus, where the University or recognized organization is in control of the activity). This policy also provides guidance to all units, departments, colleges, and student organizations (including sports clubs) on the sponsorship of University events, programs, publications, or other activities by non-University entities.

“The use and abuse of alcohol has been an ongoing matter of significant concern for the people of the state of Wisconsin. The University of Wisconsin System recognizes the importance of addressing this issue on its campuses and in its communities because the abuse of alcohol interferes with the education and well-being of its students” (University of Wisconsin System, retrieved from <https://www.wisconsin.edu/aoda/aoda-policy/>).

“The American College Health Association (ACHA) acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and/or passive, is a significant health hazard.” To this end, the American College Health Association recommends that campuses “Develop a strongly worded tobacco policy that reflects the best practices in tobacco prevention, cessation, and control.” These include the following recommendations:

- a. Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), electronic cigarettes, cigars and cigarillos, hookah smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff).
- b. Tobacco use is prohibited on all college and university grounds, college/university owned or leased properties, and in campus-owned, leased, or rented vehicles.
- c. All tobacco industry promotions, advertising, marketing, and distribution are prohibited on campus properties.
- d. The sale of tobacco products and tobacco related merchandise (including logo containing items) is prohibited on all university property and at university sponsored events, regardless of the operating vendor.
- e. The distribution or sampling of tobacco and associated products is prohibited on all university owned or leased property and at university sponsored events, regardless of the venue” (American College Health Association, retrieved from http://www.acha.org/documents/resources/guidelines/ACHA_Position_Statement_on_Tobacco_Nov2011.pdf).

This policy aligns with these recommendations.

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Authority

The UW-River Falls Chancellor issues this policy in accordance with the Administrative Policy process. The Vice Chancellor for Finance and Administration is responsible for the administration of this policy. Exceptions to this policy (while rarely granted) must support the mission and priorities of the University. Exception requests must be made in writing, signed by the dean or director and submitted to the Director of Counseling and Health Services, at least 4 weeks prior to the date of the event. A decision on whether the exception will be granted will be made and communicated within 10 days of receipt of the written request.

Sanctions and Appeals Process

1. Failure to adhere to the provisions of this policy may result in appropriate disciplinary action as provided under existing procedures applicable to students, faculty, and staff, and/or civil or criminal prosecution.
2. Violations of the provisions of this policy by a student may lead to the imposition of a disciplinary sanction, up to and including suspension or expulsion, under s. UWS 17.06(1)(c), Wis. Adm. Code.
3. Student organizations are subject to disciplinary sanctions, up to and including suspension or expulsion according to the Student Organization Handbook/Policies and Procedures Manual.
4. University employees are also subject to discipline on a work rule violation.
5. Disciplinary sanctions are initiated and imposed in accordance with applicable procedural requirements and work rules, as set forth in Wisconsin statutes and administrative rules. Referral for prosecution under criminal law is also possible. Violations of ss. UWS 18.06(13) and 18.10, Wis. Adm. Code may result in additional penalties as allowed under Ch. UWS 18, Wis. Adm. Code.
6. Appeals must be made in writing, signed by the dean or director and submitted to the Chancellor, at least three weeks prior to the date of the event.

Procedure

The following applies when the participants or the intended audience are college students or children/minors:

1. Advertising, sponsorship, or marketing with the primary purpose of promoting alcohol and/or tobacco or tobacco use products/e-cigarettes or vaping products (including in official University print or online publications and media) is prohibited on campus and at University sponsored events. This would include a business whose primary purpose is the sale of tobacco or tobacco use products/e-cigarettes or vaping products. This would also include businesses whose “principal business” is the sale of alcohol. The Wisconsin State Alcohol Beverage Law states, “‘Principal business’ means the primary activity as determined by analyzing the amount of capital, labor, time, attention, and floor space devoted to each business activity and by analyzing the sources of net income and gross income. The name, appearance, and advertising of the entity may also be taken into consideration if they are given less weight” (State of Wisconsin Department of Revenue, Wisconsin Alcohol Beverage Laws, <https://www.revenue.wi.gov/pubs/pb302.pdf>). Also, a business cannot include drink specials in their advertisement, sponsorship, or marketing in official University print or online publications and media. Community businesses, whose “principal business” is not the sale of alcohol or whose primary purpose is not the sale of tobacco or tobacco use products/e-cigarettes or vaping products can advertise, market, or sponsor an event or activity, but the purpose cannot be to encourage alcohol and/or tobacco use, and the specific brand of the product and/or logo cannot be used.
2. Alcohol and/or tobacco/tobacco use industry or product sponsorship of campus or University sponsored events is prohibited.
3. The sale of tobacco and/or tobacco use products/e-cigarettes or vaping products and related merchandise (including logo containing items) is prohibited on all University property and at University sponsored events.
4. Distribution of alcohol or tobacco/tobacco use/e-cigarettes or vaping use industry promotional giveaways is prohibited on campus or at University sponsored events. Promotional giveaways with alcohol or

tobacco/tobacco use/e-cigarettes or vaping use product brand names or logos cannot be distributed on campus or at University sponsored events.

5. Campus student-run media are encouraged to follow this policy.

University Responsibilities

Vice Chancellor for Finance and Administration
Director of Counseling and Health Services.

Department/Unit Responsibilities

Deans, Department Chairpersons, and Directors

Related Documents/Background

- UWRF Administrative Policies
 - AP-01-109 Advertising and Sponsorship in University Print and Online Publications
(<https://www.uwrf.edu/Administration/Policy/upload/Advertising-and-Sponsorship-in-University-Print-and-Online-Publications-AP-01-109.pdf>)
 - AP-01-124 Alcohol Beverages on Campus
(<https://www.uwrf.edu/Administration/Policy/upload/Alcohol-Beverages-on-Campus-AP-01-124.pdf>)
 - AP-01-116 Tobacco Free Campus
(<https://www.uwrf.edu/Administration/Policy/upload/Tobacco-Free-Campus-AP-01-116.pdf>)
- UWS chapter 17 http://docs.legis.wisconsin.gov/code/admin_code/uws/17.pdf
- UWS chapter 18 http://docs.legis.wisconsin.gov/code/admin_code/uws/18.pdf
- Student Organization Handbook/Policies and Procedures Manual
<https://orgsync.com/18446/files/809105/show>
- Faculty and Staff Handbook (<https://www.uwrf.edu/FacultySenate/FacultyAndStaffHandbook.cfm>)

Contact

To direct questions about this policy, mailto: administrative-policy@uwrf.edu.

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