



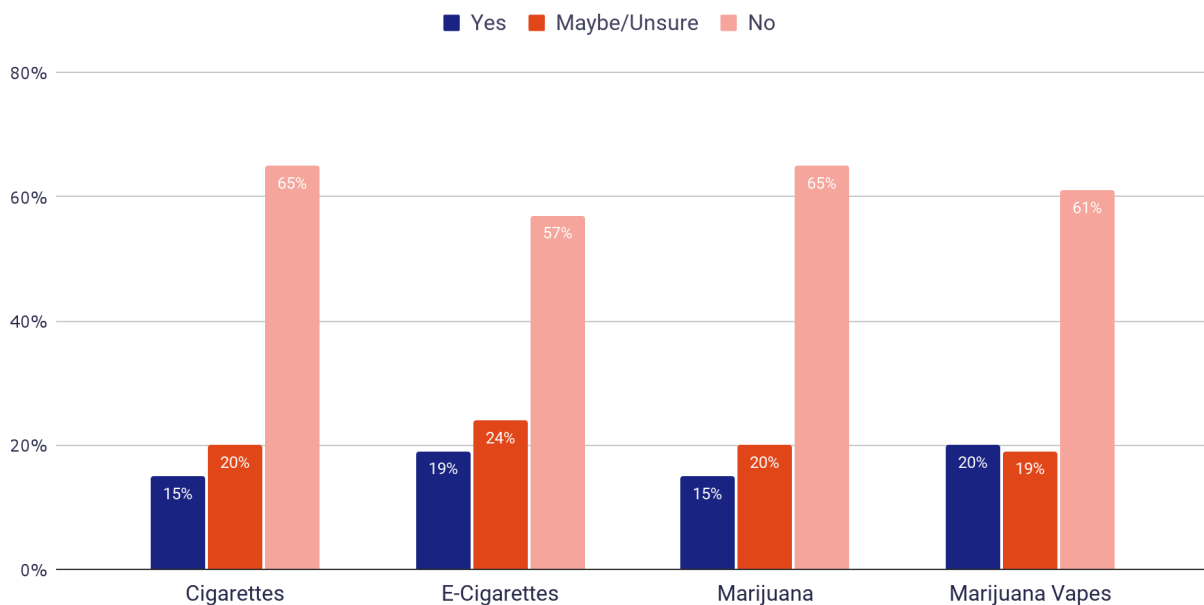
Evaluating NYU's Smoke-Free Policy

Normative Perceptions of Tobacco and Marijuana Use on Campus

Studies have demonstrated that perceived social norms around behaviors, including the use of tobacco and marijuana, impact an individual's likelihood of initiating or engaging in those behaviors (East et al. 2019). To better understand the injunctive norms at NYU, we asked survey participants if their closest friends would or disapprove of the use of various tobacco and marijuana products on campus. We found that:

- Most students did not think their friends would approve of any tobacco or marijuana product use on campus
- Students were more likely to perceive their friends having non-negative opinions regarding e-cigarettes and marijuana vapes combustible products.
- Students were most likely to perceive non-negative opinions regarding e-cigarette use on campus (42%).

Would your closest friends approve of the use of tobacco and marijuana on campus?



References

East, K. A., Hitchman, S. C., McNeill, A., Thrasher, J. F., & Hammond, D. (2019). Social norms towards smoking and vaping and associations with product use among youth in England, Canada, and the US. *Drug and Alcohol Dependence*, 205, 107635.

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