

# Results of a Survey on Commercial Tobacco-Free Policy in a Tribal Campground

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## Goal

To seek input from campers and day users at La Jolla Campground regarding a potential smokefree policy

## Background

In the Fall of 2023, the La Jolla Band of Luiseño Indians implemented some interventions like no smoking signage and education programs to reduce smoking in the campground.

The La Jolla Tobacco Reduction Program then collaborated with the Center for Tobacco and the Environment (CTE) to explore campers’ and Tribal members’ support for a policy that would ban commercial tobacco from the campground.

## Methods

- Collaborated with campground management to disseminate as part of camper registration
- The 15-question online and mobile survey utilized CDC standard questions regarding tobacco use and knowledge, attitude, and behaviors about tobacco product waste
- Demographic questions and those related to the respondents’ visit to the campground were included
- Launched July 8<sup>th</sup>, 2024 and concluded October 11<sup>th</sup>, 2024
- Incentive of \$5 discount towards next visit for successful completion of the survey
- After completion, results analyzed by CTE team to understand who responded to the survey and what their opinions were regarding tobacco use in the campground
- Findings were shared with La Jolla Tobacco Reduction Program staff to inform smokefree policy work going forward

# Campers and day users surveyed support restricting the smoking of commercial tobacco in the La Jolla Campground.



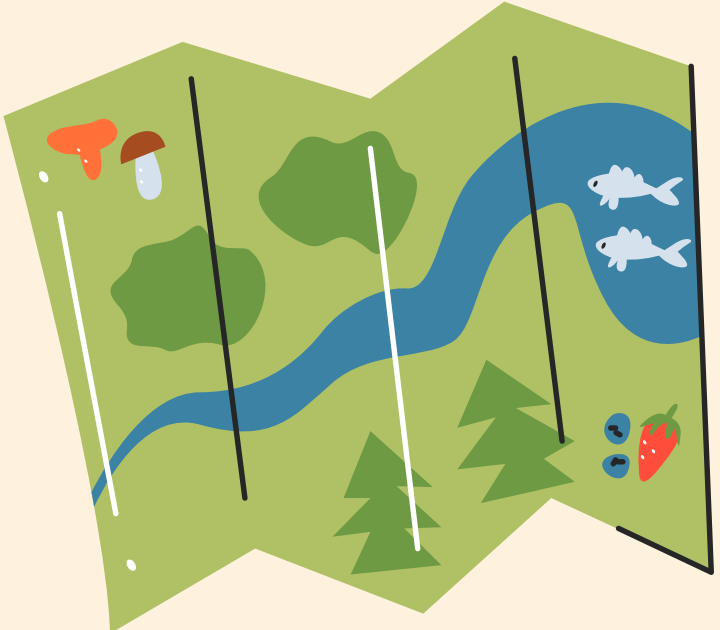
## Commercial vs Traditional Tobacco

Participants were asked only about commercial tobacco use, in particular smoking and vaping, which was distinguished from traditional tobacco use in the campground.

**Traditional Tobacco** - also known as sacred tobacco, is tobacco used by Tribal communities for ceremonial purposes.


## Who are the campers that participated in the survey?

**69%** planned to bring children. **4%** currently smoke cigarettes.  
**62%** were Hispanic or Latino/a. **3%** were Native American and/or Alaska Native.  
**57%** were aged 25-39.



When asked what the policy on the smoking of commercial tobacco products should be,  
**83%** of campers agreed that smoking should be banned or restricted.

# Campers are concerned about the impact of tobacco product waste on the environment.

**3 out of 4**   
campers would support policies prohibiting the use of commercial tobacco products in areas they frequently visit to help prevent cigarette butts and other commercial tobacco waste from accumulating.

**83%** agreed commercial tobacco product waste contains dangerous chemicals.  
**78%** were concerned about the environmental impact of commercial tobacco product waste.  
**62%** tend to keep themselves, their children, and/or pets away from places with a lot of tobacco product waste.

**Only 6%**   
of campers said they would stop camping if smoking and vaping were banned.

**Less than 8%**  
of campers said they would use smokeless products if smoking and vaping were banned.



This study was conducted in collaboration with the La Jolla Tobacco Reduction Program. We acknowledge all contributions of the Community Advisory Board and Community Partners. This project is funded by the Tobacco-Related Disease Research Program #T33PC6863.



Scan the QR code to read or download the poster.



## Results

- The online survey received 173 responses
- The demographic profile of respondents were mostly young adults, aged 25–39 (57%), and predominantly Hispanic or Latino/a (62%)
- Most had children they were planning to bring camping or to day activities like mountain biking, splash pad, tubing, or zip lining (69%)
- The majority of respondents understood tobacco products contain dangerous chemicals (83%)
- They are concerned about the environmental impact of commercial tobacco (78%) and tend to keep their children and pets away from tobacco waste (62%)
- Most respondents do not smoke (80%)
- Respondents supported prohibiting commercial tobacco products (75%)
- Few respondents would stop coming to the campground if a ban were implemented (6%)

## Conclusion

- The purpose of this survey was to help guide movement toward a smokefree policy for the leaders of the La Jolla Band of Luiseño Indians
- After gathering input from campers and day users, it is clear that there would be broad support for a ban or significant restriction of commercial tobacco products within the campground
- The results of the survey indicate that visitors would not be dissuaded from making reservations at the campground if the Tribe were to implement a restriction or outright ban of commercial tobacco
- These findings suggest that the Tribal Enterprise could proceed towards a smokefree policy with few negative consequences for their business

## Limitations

This survey only captures those who filled out an online reservation so it may miss some visitors who went to the campground without a reservation.



Policy Research Center for Tobacco and the Environment