



TAKE IT  TO **THE NEXT LEVEL**
IN TOBACCO PROGRAMMING

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TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



Take It To The Next Level in Tobacco Programming

If another year of tobacco prevention and control is in the plan for your peer education group, you are not alone. There are over 400 BACCHUS affiliates that focus on tobacco issues. This manual will highlight new programs developed by universities, colleges, and tobacco prevention groups around the country. You will find programming ideas that can be used to encourage students to quit using tobacco, get involved in policy change, and spread the word that tobacco use is not the norm on campus.

There are many times or events throughout the academic year when tobacco prevention and control can be highlighted. This manual identifies six major events that can serve as great opportunities for tobacco control activities: New Student Orientation, Great American Smokeout, New Year's, Valentine's Day, Mid-terms/Finals, and Graduation.

Keep in mind that the ideas in this manual are only suggestions and the activities highlighted for each event can be implemented at any time of the year. Furthermore, these activities should support a comprehensive plan that focuses on prevention, cessation, and policy change. Please visit our website at www.tobaccofreeU.org for on-going dialogue and suggestions for programming.

As you read this programming guide consider the following:

Be creative. Get out of your old habits and brainstorm with your student group to develop new programming ideas. Make a plan to implement and evaluate your tobacco programs. For more programming ideas from past years, review www.tobaccofreeU.org under the Programming tab, look for Great American Smokeout.

Collaborate with other groups and organizations. There are plenty of groups on campus and in the community that will take an interest in tobacco issues. Create a letter asking for help when planning an event. This can add more people power, funding, and outreach to a variety of populations to your program. For more information on fundraising visit www.tobaccofreeU.org under the Programming tab, look for Tips on Fundraising.

Plan with the intent of accomplishing a specific goal. As you plan tobacco programs, create goals and objectives prior to the program and evaluate your success after the program. This can help you obtain support for future programs. Evaluations should be conducted through both qualitative (i.e. such as surveys or interviews) and quantitative (statistics, rates of use, number of students reached) measures. For an example of a qualitative survey visit www.tobaccofreeU.org under the Programming tab, look for Program Evaluation.



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