

Good Smoke with Formula 151



“Safe Spring Break”

Submitted By:
Fort Lewis College
Uniting Students
Through Wellness (US)

Blurbs

About our program:

On the Tuesday prior to Spring Break, we hosted a local band, Formula 151. They performed while members from the group served mocktails and played BACCHUS Tobacco Jeopardy* during the band’s intermissions. Winners received items such as bookstore and local business gift certificates. Along with the band, our main attraction was a fire in the center of the residential quad where we provided all the fixin’s for s’mores. Thus, the name of the program was “Good Smoke (with Formula 151).” Even though it rained on this outdoor event, there were about 250 people who directly participated and another 300 to 500 students or more participated indirectly as the program was stationed in the middle of their living area.

The 50-foot rule is part of the campus’ policy regarding tobacco (many have a 25-foot rule). We require that smoking must not occur within a 50-foot boundary around all opening doors, windows and vents. Currently, we have no designated enforcement, but signage is posted throughout the campus and we try to promote the concept to the students through various programs, such as Good Smoke. We lined the area with flags placed 50 feet away from entrances to enforce the smoke-free policy and approached students who were smoking with the policy information and an offer to trade-in their cigarettes for \$5 gift certificates to a local coffee shop.

There was also an information table with materials such as quit kits and other related tobacco information in the residential quad area.

One community member from Spiral Health, a local holistic health center, informed students about cessation efforts in his clinic.

Audience:

Entire student body, with an emphasis on students living on campus.

Program Details

Program Goals:	<ol style="list-style-type: none"> 1. Continued education of the 50-foot policy 2. To raise awareness of tobacco use and related issues 3. Provide alternative substance-free evening activities
Promotion and Publicity:	<ol style="list-style-type: none"> 1. Information table in union building 2. Banners and posters 3. Word-of-mouth 4. Student-wide email
Budget:	\$1,200 for all materials and supplies
Collaboration:	<ol style="list-style-type: none"> 1. Residence Life 2. CDOT Collegiate Impaired Driving Grant 3. Counseling Center
Duration:	5:00 pm – 7:30 pm
Location:	Residential Quad
Contact Information:	<p>Marc Goldfarb 970-247-7153 goldfarb_m@fortlewis.edu Assistant Director, The Leadership Center</p>

*Visit page 21 to find out more information on BACCHUS Tobacco Jeopardy.

The Great American Smokeout (GASO)

“Carnival Style”



Submitted By:
Texas A & M University (TAMU)

Aggie REACH

College Station, Texas

Program Details

Program Goals:	<ol style="list-style-type: none"> 1. To reduce smoking initiation among TAMU students 2. To increase cessation rates among the TAMU students 3. To increase awareness of the dangers of tobacco use and the benefits of quitting
Promotion and Publicity:	<p>Advertisements in campus newspapers and on the Health Education website, posters displayed on bulletin boards, table tents in most of the dining halls, flyers to residence hall students, and informational tables (working in conjunction with other health education events) during October and the first two weeks in November. On the day of the event, balloons and music were used to draw attention to the event. We also used sandwich boards, near the event, to advertise.</p>
Budget:	\$1,023
Collaboration:	<p>The American Lung Association, American Cancer Society, American Heart Association, and the Texas Department of Health’s Tobacco Prevention Unit, on-campus organizations and groups such as Residential Life, fraternities and sororities, and various health related clubs and organizations.</p>
Duration:	<p>The fair took place 11 am – 2 pm and the movie, with discussion, took place 7 pm – 10 pm.</p>
Location:	<p>The fair was in our Memorial Student Center, a high traffic area at lunchtime. The movie took place in a nearby classroom.</p>

Blurbs

About our program:

Our GASO event featured a carnival theme, with balloons, a piñata, music, prizes, and much more. The purpose of the event was to encourage smokers to be smoke-free for a day and to encourage non-smokers to stay smoke-free. The event featured the following activities:

- “Tobacco Toss” in which smokers are encouraged to toss their cigarettes away in exchange for prizes.
- “Tobacco Wheel of Fortune”, a round cardboard disk with construction paper pie wheel pieces. Behind each pie wheel was a tobacco related question. Contestants spun for a tobacco question and if they answered correctly, they chose a prize from the grab bag (pins, stickers, candy, etc.).
- Health education information table featuring two interactive games where students learned about the dangers of tobacco use, current TAMU smoking statistics, and information on cessation.
- Smoke-free pledges were also encouraged to help remind smokers to stay smoke-free for at least one day.
- At the end of the day a movie about tobacco related issues was shown in conjunction with a discussion following to encourage thoughts and comments on tobacco use and control.

Our program objectives by the end of GASO were:

1. 50% of students attending will be able to state how many people smoke daily at TAMU, based on the ACHA (2005) survey.
2. 50% of students attending will be able to state how many people at TAMU have never smoked.
3. 15% of students attending will sign a smoke-free pledge for one day.
4. 80% of students will be able to state two dangers of tobacco use and two benefits of quitting smoking.

Audience:

College students ages 18-35

Program Details cont.

Contact Information:	<p>Jessica Brown, MPH, C.H.E.S. 979-458-8322 jbrown@shs.tamu.edu Health Educator</p>
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The Great American Smokeout

“Kick the Butt”



Submitted By:
James Madison
University

Office of Health
Promotion and the
REACH Peer Educators

Blurbs

About our program:

Information and Giveaways

During the week of the Great American Smokeout, the Office of Health Promotion and the REACH Peer Educators held information tables in various locations on campus. The information tables had information such as:

- non-smoking dining guides
- quit kits
- various giveaways including pens, silly putty, and pencils with the tagline “8 out of 10 JMU students don’t smoke”.

Postcards

Postcards were also provided from the American Lung Association and American Cancer Society which individuals could send to their local legislators urging them to pass the Clean Indoor Act in Virginia.

Breathe Strong Bracelets

In addition, red Breathe Strong bracelets were distributed as a visual representation of nonsmokers and their support of a nonsmoking lifestyle and facilities.

Comedic Performance

All of the information tables advertised the performance by René Hicks, comedian and lung cancer survivor, occurring that week. www.renehicks.com

Audience:

JMU Faculty, Staff, and Students



Program Details

Program Goals:	<ol style="list-style-type: none"> 1. To increase awareness of the harmful effects of secondhand smoke 2. To increase awareness of the number of nonsmokers on our campus, through the visual of “Breathe Strong” 3. To increase awareness of the resources available for smokers, including quit kits
Promotion and Publicity:	The event was publicized through various means including our school newspaper, flyers, listings on the university webpage, postings at the information tables across campus, table tents in the dining halls, mass emails and word of mouth. One of our peer educators dressed in a cigarette butt costume, which also contributed attention to our events.
Budget:	The funding was primarily from the University Health Center’s Office of Health Promotion and was supplemented by the Tobacco Use Control Project Grant. René Hicks: \$3,500; Media materials and giveaways: approximately \$500 (including printing, giveaways, and quit kits)
Collaboration:	The University Health Center, Office of Health Promotion, REACH Peer Educators, and the Tobacco Use Control Project Grant
Duration:	The event lasted one week – the week of November 14, 2005
Location:	James Madison University; René Hicks spoke at the Festival Student and Conference Center; information tables and displays were done in the Warren Hall Student Center, The Commons, and The Festival.

Program Details cont.

Contact Information:	Kristin Gardner 540-568-1725 gardnekm@jmu.edu Associate Director of Health Promotion, University Health Center
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Smoke-Free Zone is 50 Feet!



“Smoke-free entrance awareness”

Submitted By:
Western Illinois University

Blurbs

About our program:

In conjunction with Kick Butts Day, the peer educators chalked sidewalks 50 feet from building entrances that are designated as smoke-free zones.

The campus was provided education on secondhand smoke and the university policy on designated smoke-free entrances to university buildings. Peer educators were equipped with chalk, campus maps, lists of entrances, and comment sheets to provide observations while they chalked sidewalks.

As students walked by, they were asked to answer trivia questions regarding the tobacco policies on campus. They were also given bottles of bubbles labeled “Blow bubbles, not smoke” and educational information (the WIU policy and brochure on secondhand smoke).

What PEs Learned:

- Policy did not include residence halls
- Students were more receptive than peer educators thought
- Smoking urns were close to entrances instead of 50 feet away

Audience:

University campus community

Program Details

Program Goals:	1. To educate the campus community about the impact of secondhand smoke 2. To increase awareness of the designated smoke-free entrance policy
Promotion and Publicity:	Promotional posters and flyers were created by club members. Follow-up publicity included a one-page ad in the campus newspaper to provide additional information on the topic and a photo of the peer educators.
Budget:	\$400 for two ads in the campus newspaper. \$15 for bubbles and labels.
Collaboration:	Beu Health Center, Live Free Tobacco Free Task Force, Physical Plant
Duration:	Education and preparation – one peer education meeting; chalking – one hour.
Location:	Western Illinois University campus
Contact Information:	JoAnn Hairston-Jones 309-298-1888 J-Hairston-Jones@wiu.edu HealthEd Coordinator

Kick Butts Day 2007

Mar, 2007						
S	M	T	W	T	F	S
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Mark your calendars for the next Kick Butts Day March 28, 2007. For more information, visit the Campaign for Tobacco Free Kids website tobaccofreekids.org or kickbuttsday.org

Smoke-Free Bar Campaign



“Advancing clean indoor air policies in the State College, PA community and statewide”

Submitted By:
Penn State University

Penn State Students for Tobacco Awareness (PSSTA)

Blurbs

About our program:

PSSTA is a peer advocacy group within Penn State’s University Health Services. The mission of PSSTA is to reduce smoking and improve health among Penn State students by increasing awareness and student advocacy for smoke-free bars and restaurants. PSSTA’s smoke-free bar campaign encourages students and community members to express their support and desire for clean indoor air in local bars and restaurants. “I support smoke-free bars” stickers and buttons were distributed on campus and in downtown State College every Friday. Meetings were held with bar owners to discuss smoke-free options. Meetings were held with local state representatives, testimony was provided at a Pennsylvania Senate hearing, and a postcard campaign supporting passage of the Clean Indoor Air Act was implemented.

Bar and restaurant patrons are called on to express their desire for clean indoor air in establishments in State College. The most visible and successful advocacy effort has been to hand out stickers and buttons on weekend nights on a major street corner as people head out to the bars. The orange stickers say “I support smoke-free bars” and allow the individual to complain about the quality of the air without having to take the initiative to speak with the staff.

Audience:

Initially our campaign focused on Penn State students and bar owners and operators in State College. This past year, we expanded our campaign throughout the community to include area residents and families.

Program Details

Program Goals:	Our primary objective is to work with bar and restaurant owners to create smoke-free establishments. Ideally, we would like all public places to be smoke-free.
Promotion and Publicity:	<ol style="list-style-type: none"> 1. Weekly advertisements in the student newspaper 2. Advertisements in the home football game newspaper 3. Bus advertisements stating “Bar owners don’t think you care, so complain to them about the smoky-air” 4. Weekly button and sticker giveaways.
Budget:	The PSSTA budget is approximately \$15,000 a year.
Collaboration:	<ol style="list-style-type: none"> 1. Clean Indoor Air Subcommittee of the Centre County Tobacco Prevention Coalition to work on the community-wide effort for smoke-free workplaces. 2. Colleges Against Cancer, a division of the American Cancer Society.
Duration:	The campaign started in Spring 2004 and will continue until Pennsylvania passes comprehensive clean indoor air legislation.
Location:	Penn State University, State College, PA
Contact Information:	<p>www.sa.psu.edu/uhs/tobacco/</p> <p>Linda LaSalle Lal5@sa.psu.edu Coordinator, Educational Services, University Health Services</p>

Kick It to Get Kissed



“Tobacco use prevention and cessation on Valentine’s Day”

Submitted By:
University of Montana
– Missoula

Blurbs

About our program:

A poster was created that highlighted our event using the tagline “Is Your Breath Fresh for February 14?” The poster was used as an ad in our campus newspaper and was used to create postcards for all students in the residence halls.

On the day of the event, an information table was set up at the University Center where quit kits, valentines with tobacco information, and Hershey’s kisses were distributed. A drawing was held for a free dinner for two and a dozen flowers for anyone who requested tobacco education materials.

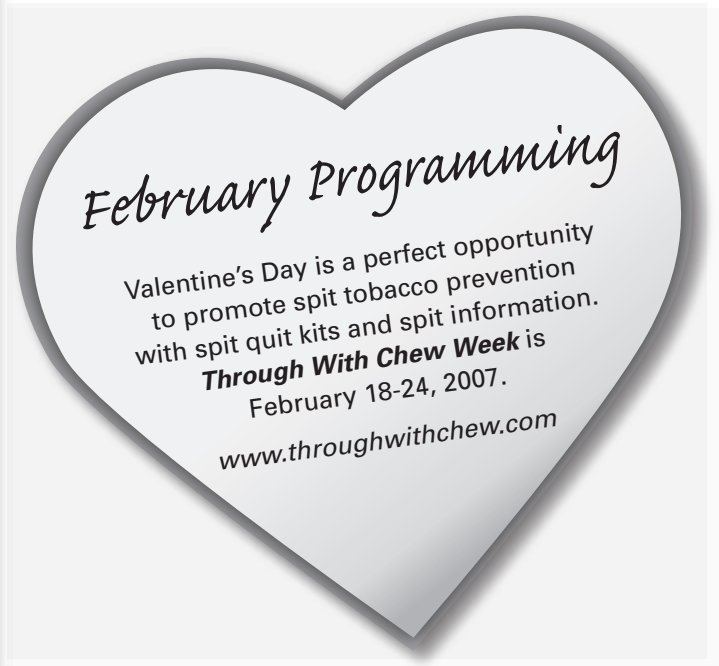
In conjunction, water bottles were distributed to students who filled out a survey regarding their opinions of secondhand smoke at UM.

Audience:

UM students

Program Details

Program Goals:	<ol style="list-style-type: none"> 1. Advertise health center’s resources on smoking 2. Give away quit kits 3. Provide information regarding tobacco prevention, secondhand smoke, and cessation 4. Solicit opinions regarding smoking culture at UM 5. Raise awareness that most students prefer to date a nonsmoker
Promotion and Publicity:	<ol style="list-style-type: none"> 1. Postcards sent to all dorm rooms 2. Ads in campus paper 3. Flyers and signs hung around campus.
Budget:	<ul style="list-style-type: none"> • \$317 included creation of advertisement and postcards • BACCHUS supplies – water bottles, quit kits were also purchased • The dinner for two and dozen roses were donated by local businesses
Collaboration:	<ol style="list-style-type: none"> 1. Local business donation for additional quit kit contents 2. Local businesses donations for give-aways 3. Tobacco-free Missoula County for display items
Duration:	One day from 10am – 2pm
Location:	The University Center
Contact Information:	<p>Julee Stearns 406-243-5336 Julee.Stearns@mso.umt.edu Health Promotion Specialist, Curry Health Center</p>



First Annual Puppy Petting Event "Stress Relief/Stress Management"



Submitted By:
Fort Lewis College
US (Uniting Students Through Wellness)

Blurbs

About our program:

On the Tuesday of finals week from 11:00 am - 1:30 pm, puppies were brought, by their owners, to a grassy area in front of the campus library. All puppies had to be accompanied by their owners and on a leash. Students of Uniting Students Through Wellness (US) were there to advertise tobacco education and cessation, complete "poop patrols" and talk with students who stopped to pet the puppies. This was also a good time to remind students of The Back Door, the drop-in center operated by the peer educators. This service is available for students who want to talk to someone, but do not necessarily need (or want) a professional counselor.

Between 300-400 students attended this event. Students took a break to hang out, pet the puppies, visit with friends and puppy owners, and relax. We also had quit kits available for anyone who asked about quitting smoking.

Audience:
Fort Lewis students

Program Details

Program Goals/Objectives:	<ol style="list-style-type: none"> 1. To provide stress relief for students during finals week 2. To emphasize that methods of stress relief are varied 3. To bring faculty, staff, and students together with a common cause 4. To remind the entire community that stress relief does not have to include the use of cigarettes
Promotion and Publicity:	<ol style="list-style-type: none"> 1. A "call for puppies" went out in flyer and email format one month prior to the event. 2. Peer educators held large signs on the sidewalks around the event.
Budget:	This was a very low-budget affair. We bought plastic bags for the "patrol", used bowls that we already had for watering the puppies, and spent less than \$10 on copies of flyers.
Collaboration:	<ol style="list-style-type: none"> 1. We obtained permission from the VP for student affairs and campus police as our campus is "dog free." 2. Student Wellness and the peer educators are inseparable on our campus so the event was an easy collaboration. 3. The academic affairs department endorsed the event and sent the "call for puppies."
Duration:	2.5 hours in the afternoon
Location:	Grassy area in front of the library
Contact Information:	Marc Goldfarb 970-247-7153 goldfarb_m@fortlewis.edu Assistant Director, The Leadership Center

Finals survival kit

- Herbal tea
- Earplugs (for better sleep and study)
- Bandages
- Pain reliever
- Emergency phone numbers
- Gift certificate for massage

For more information, contact Robin Kolble at the University of Colorado, Boulder at robin.kolble@colorado.edu